



Leadership and management, theory and practice

LCBB6003

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Task 1

Introduction

The purpose of this essay is to study the job role and responsibility of the leader and manager of the business organisation. For this, the study will also make a study of the fact that a manager can become a leader but a leader cannot be a manager at the same time. To make an analysis of this fact the study will identify the relevant theories and models of the leadership and management in business and use appropriate examples of business to make the study more effective.

Main body

The leader refers to the person who sets goals for the followers of the employees of the business to work hard for the achievement of those goals. The leader helps to motivate and inspire people of the business to ensure that they work hard towards the vision and mission of the business (Malik and Azmat, 2019). On the other hand, the managers in a business organisation are very important personnel in the business. It is because they are directly connected to the day-to-day operations of the business. Managers are also considered supervisors who apply direct control over the operations of the business to ensure that it meets the standard of the outputs as planned in the business (Kotter, 2019).

From the study of the meaning of a leader and a manager in the business organisation the significant difference in both the roles has been found. From this perspective, it can be said that the managers of the business organisation mainly seek the process of the implementation of the work, focus on the stability of the business as well and seek control over the operations and performance of the employees. Other than that managers also have the objective to solve the problems of the business. On the other hand, the leaders are the creative thinkers and have more focus on the strategies of the business for the achievement of the overall mission of the business (Zaleznik, 2023).

The leadership approach of the business of **Unilever** focused on describing the vision for the business which is to grow the business. The leadership approach of the company also ensures that it makes the employees committed to the growth of the business. On the other hand the management approach of the company the manager describes the targets to the employees and

ensures that they achieve the targets effectively. The leadership and management approach in the business of Unilever holds equal importance but their role as both the leader and managers are different from each other. From the perspective of the leadership and management role at Unilever, there is a big difference in terms of how they interact with each other. The managers provide direction to the work and they also have authority over the job of the employee of the business. Although the manager can also perform the job of a leader to motivate the employees to increase their performance, sometimes it is not possible for a leader to do the job of a manager in Unilever (George Business Review, 2022). According to the leadership approach of **Marks and Spencer**, it focuses on how to make people want to do their job effectively whereas, the management of the business ensures that the performance of the employees is achieved as per the objectives of the business with control. The role of management also includes planning, organising and leading which means a manager can be a leader but a leader cannot be a manager (World Press, 2023).

Trait Theory of leadership defines that the personal quality of a leader is important for the success of the business organisation. The business organisation of **Amazon** has this theory as the founder of the company Jeff Bezos has his unique style that provides pressure for high quality putouts for employees. From this perspective, the management of the operations is done in the business of Amazon following the principles of leadership which shows the vision for the business (Baker, 2023).

A behavioural theory of leadership describes the traits of a leader from the management style and their way of interacting with the employees. From research of the various leadership theories, focuses only on one aspect of leadership which has only one focus which can be people-oriented or task-oriented (Indeed, 2023). From this aspect, it can be said that this theory can be used by the managers for effective management tasks. According to this theory the statement “A Manager can be a leader but a leader cannot be a manager” can be described.

Bureaucratic management theory describes the way of managing with clear rules and hierarchy which can provide a well-defined process of decision-making and management of the operations of the business. This theory was developed by Max Weber which focuses on governing the people of the organisation at all levels with clear rules which are transparent. From

this perspective it can be said that the role of the manager is more associated with administrative work and the role of a leader focuses on influencing and motivating the employees. For example, the business of **Walmart** also follows this theory for the management of the administrative tasks of the company. This theory works to satisfy the needs of the customers from the operations of the business which is a very different approach from the leadership of the company. This theory helps to keep the employees safe and ensure the smooth running of the business operations which also helps to influence the employees which is an aspect of leadership in the role of a manager (Wessh, 2019).

Conclusion

In this study the role and responsibility of the leader and manager of the business organisation has been focused. From this perspective the meaning of the leader and the manager of the business has also been discussed. Further in this study the comparison of the leader and manager of the business organisation has been described. This study has its main focus in the fact that “A Manager can be a leader but a leader cannot be a manager” on the basis of this fact argument has been made through this essay with the use of theories, models and business examples.

Task 2

Introduction

In this part of the study the various skills that are important for the management of the people to ensure they do what needs to be done. Not only that, this study will also explore the various skills of leadership that are important for getting people to want to do what needs to be done. The study will also discuss the importance of the development of these skills for the improvement of individual and organisational performance.

Main body

1.

a)

Planning is a very important managing skill which is essential for the job of a manager. It is also a vital aspect of the business organisation as it helps to achieve the goals of the business effectively. With the help of proper planning skills, the manager is able to plan the operations of the business which shows vision to the employees. Therefore, it ensures that employees perform their jobs effectively as per the requirements of the business. The planning process helps to define the clear path for the implementation of certain jobs and employees are able to perform them effectively (Corporate Finance Institute, 2023). I have been using this skill in my workplace as a manager of the operations which helped me to manage the employees by ensuring that they work according to the plan made for the implementation of the work. It makes the overall operation easy and effective as employees have a path to follow.

Delegation is a key management skill which is very important for making people do what needs to be done. A very important part of the job of the manager is to make people do the job and help the organisation achieve its goal. Therefore, delegating the work to the employee managers ensures that the work is done effectively leading to the achievement of the goals (Corporate Finance Institute, 2023). The managers of Amazon delegate the work to the employees to ensure that the work is done according to the requirements.

b)

Communication is a very important skill for the job of a leader as it ensures that the goals and objectives are clearly expressed to the employees and helps them to understand it. From this

perspective, it can be said that communication with the employees from the side of the leaders helps the employees waiting to perform their jobs effectively. It is because leaders are effective in influencing employees to make them want to do their jobs. In the organisation of Google, the leader has created an environment which encourages the employees for which they want to perform their jobs effectively (Tran, 2017).

The ability of motivation is also a very important leadership skill and is essential for encouraging the employees to let them perform what is needed to be done by them. It is because the leadership skill of motivation helps to influence the behaviours, values and attitudes of the employees towards the objectives of the business (Al Harbi *et al.* 2019). From this perspective, leaders of the business organisation IBM also motivate its employees with various rewards that help to increase the engagement of the employees. The engagement of the employees influences them to perform what needs to be done (IBM, 2023).

2.

Management skills play a very important part in the organisation to increase its performance. It is because the various management skills like planning and delegation of work performance are in the favour of the business organisation. The management skills help to ensure that the employees of the organisation understand the goals and objectives of the business. Not only that it is also the role of the managers to ensure a good performance management of the business organisation to enhance the overall performance of the business. Therefore, development of the management skills like planning and delegation is very important for the job role of a manager and for the overall performance of the business. These skills are also important for the manager to develop so that employees are able to understand what they need to do to achieve the goals of the business which is very essential for the improvement of the performance of the business (Faham, 2022). For instance, I use my management skills in my workplace to analyse the business environment and plan according to that for the performance of the task. I also delegate the work to the employees according to their knowledge and abilities which increases the productivity of the employees and leads to improved performance of the business.

For an effective duty of the leader which is to influence the employees to perform their job effectively, it is essential that they enhance and continuously improve their skills as well. It is

because, in the changing dynamics of the business, the leadership aspect is also changing day-by-day with the influence of technology. The technology has also changed the way of communication for which improvement of communication skills in leaders is also essential. Other than that the dynamics of motivation for the employees have also changed with changes in the needs of the employees. From this perspective, it can be said that it is very important for the leaders to improve their skills as it helps the employee to be motivated and inspires them to perform better which leads to improvement in the performance of the business (Baker, 2023). **Amazon** has a data-driven approach for the management of the performance of the business. For this, the company analyses the needs of the customers and ensures that employees of the organisation work hard to fulfil those needs. For this, the leader of the company motivates the employees to perform their job effectively (PerformYard, 2023).

Conclusion

In this study, the various skills of management such as planning skills and delegation skills have been discussed to describe the fact that managers need to make the people of the organisation to assure employees of what needs to be done. Other than that the importance of the improvement of management skills and its influence in the improvement of the organisational performance has been discussed. Similarly, skills of leadership for the role of the leader to ensure that employees want to perform their job and the influence of these performances in the improved performance of the business has been discussed.

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