

# vlad

*by* Vladislav Erhan

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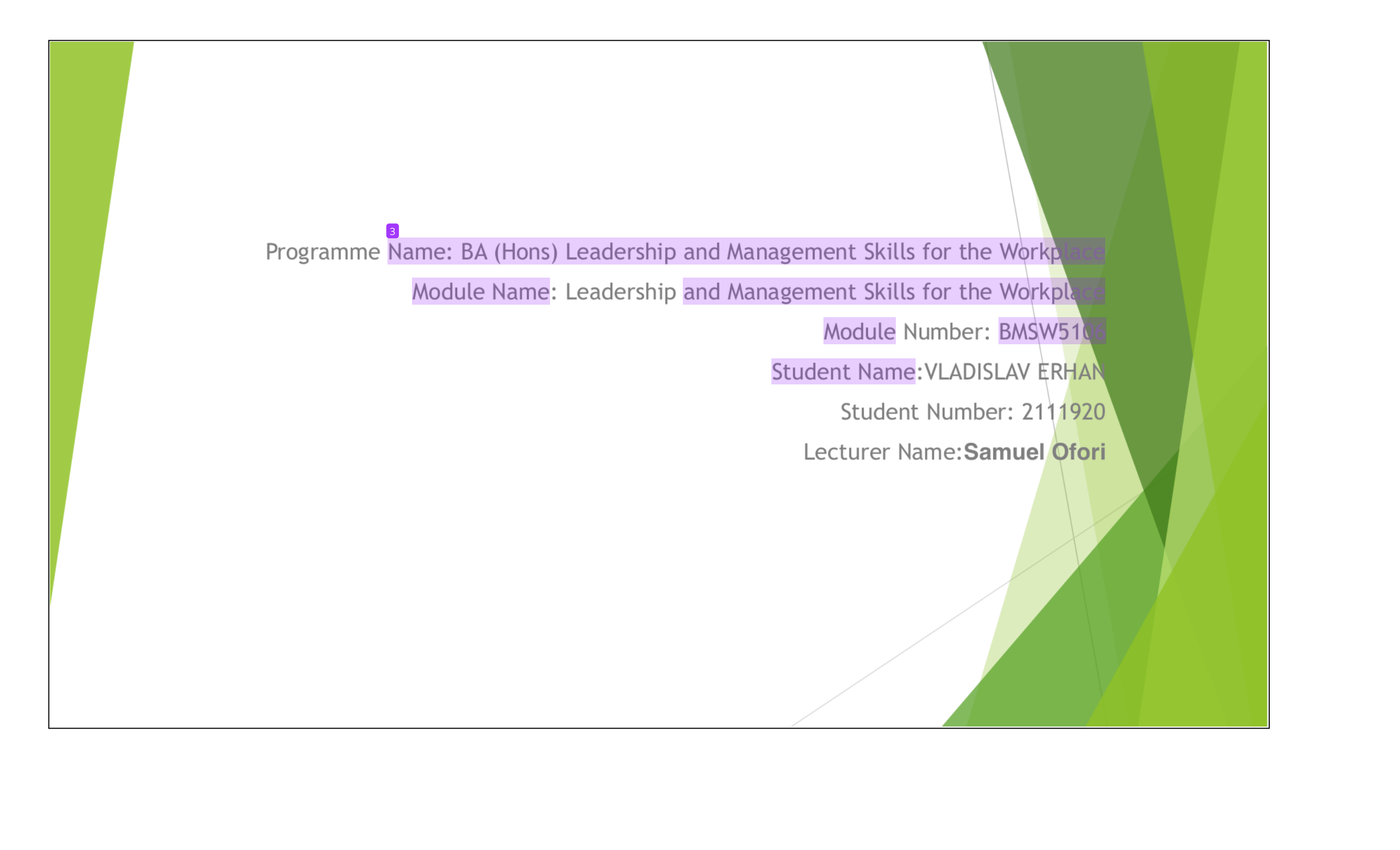
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Programme <sup>3</sup> Name: BA (Hons) Leadership and Management Skills for the Workplace

Module Name: Leadership and Management Skills for the Workplace

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# Introduction



This presentation emphasises the importance of leadership and management skills in the workplace, (Amazon and eBay) emphasising communication, decision-making, and flexibility for organisational success. Effective leadership is crucial for supervising teams and projects, while information management improves efficiency. Strategies for gathering, analysing, preserving, and communicating information are discussed, allowing organisations to gain a competitive advantage. (Iordanoglou, 2018). Leaders must navigate obstacles like managing change, resolving conflicts, and encouraging employee involvement to cultivate a healthy work environment. The presentation also discusses future trends like digital transformation, remote work, and diversity and inclusion, guiding leaders and managers to embrace these trends and acquire the necessary skills.

# Essential Management Skills



Strategic planning for businesses involves a clear vision and objectives, analysing market trends, understanding customer requirements, and developing a strategy for success on online marketplaces like Amazon and eBay. (*Chuang, 2013*).

- Managers must formulate pricing strategies, target markets, and product assortments to ensure availability, reduce stockouts, and maintain cost control.
- Monitoring performance is crucial for identifying opportunities for improvement and maximizing productivity.
- Marketing and Promotion. Supervisors should have a solid understanding of marketing concepts and implement efficient tactics.
- Analysing sales figures, recognizing patterns, and adapting pricing, inventory, and marketing strategies are essential.
- Strong leadership qualities are crucial for effective communication, delegation, and teamwork.
- Financial management is crucial for profitability, and continuous learning is essential for staying up-to-date with industry trends and new tools. (*Gentry, et. al., 2007*).

By acquiring and utilizing these critical management skills, businesses can enhance their chances of success on Amazon and eBay and maintain a competitive advantage.

# Knowledge and Information Management



Acquiring knowledge involves collecting data from various sources and processing it to provide insights. Internal methods include collaboration platforms, communities of practise, and team meetings, while external sources like consumers, suppliers, industry experts, and research institutes can provide new insights (*Schermerhorn, et. al., 2020*).

*Amazon:*

- Technology and automation can automate data gathering and analysis, while knowledge analysis involves gleaning relevant insights.
- Storing knowledge involves organising and retaining information through repositories, document management systems, and standardised taxonomies.

*eBay*

- Disseminating knowledge through communication channels, training programmes, and communities of practise can enhance decision-making processes, stimulate innovation, and increase overall performance. (*Ebay.com, 2020*).

By implementing these tactics, organisations can exploit their intellectual capital and gain a competitive advantage in the workplace.

# Challenges in Leadership and Management



- Change management is essential in today's corporate environment, and leaders must effectively navigate it. To overcome resistance, lack of employee buy-in, and the effects of change, leaders can implement strategies like communication, transparency, employee involvement, support, training, and conflict resolution. (*Bargau, 2015*).
- Active listening, mediation, facilitation, and problem-solving are essential for conflict resolution.
- Employee engagement, open communication, feedback, recognition, rewards, and professional development are also crucial for motivation, productivity, and organizational success.

# Future Skills and Trends



In today's rapidly changing corporate environment, leaders must adapt to digital transformation, remote work, and diversity and inclusion trends to maintain a competitive edge.

## *Amazon and eBay*

- Digital transformation involves integrating technology into company operations, transforming organizational functions and providing value to customers. ( *Amazon.com, 2021* ).
- Leaders must adopt technological literacy, data-driven decision-making, and an agile mindset.
- Remote work requires adapting management styles, creating clear communication channels, and maintaining a healthy work-life balance. ( *Fitch and Van Brunt, 2016* ).
- Inclusive culture, cultural competence, and bias mitigation are essential for managing diverse teams. Continuous education, training, and laws promote equitable opportunities for everyone.

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