

Module 8 – Managing and Leading Others

Unit 1 – Managing Myself and Leading Others

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- ◆ The aim of this unit is to introduce you to leadership and management in your green enterprise and to highlight the importance of being a competent leader so that you can establish and run a successful business. Specifically, on completion of this training, you will be able to do the following:
 - ◆ Define management and leadership.
 - ◆ Understand why management and leadership are important when starting a green business.
 - ◆ Understand their strengths and blind spots in themselves.
 - ◆ Understand how to use their strengths to motivate and lead others.





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Discussion

A Career
Path...

A Vision...

A Dream...



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Definitions of Management

- ◆ Management is the process of reaching a company's goals by working with and through people and other resources available to the company.

- ◆ Management has the following 3 characteristics:
 - ◆ It is a process or series of continuing and related activities.
 - ◆ It involves and concentrates on reaching company goals.
 - ◆ It reaches these goals by working with and through people and other resources available to the company .



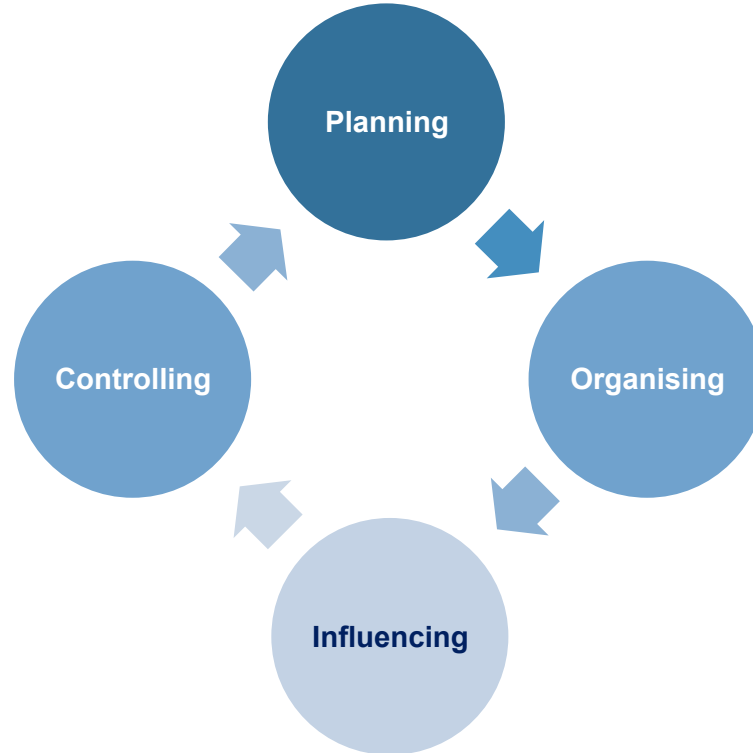
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Functions of Management



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Introduction to Leadership

- ◆ Leadership...
 - ◆...primarily concerned with managing people
 - ◆...linked to motivation

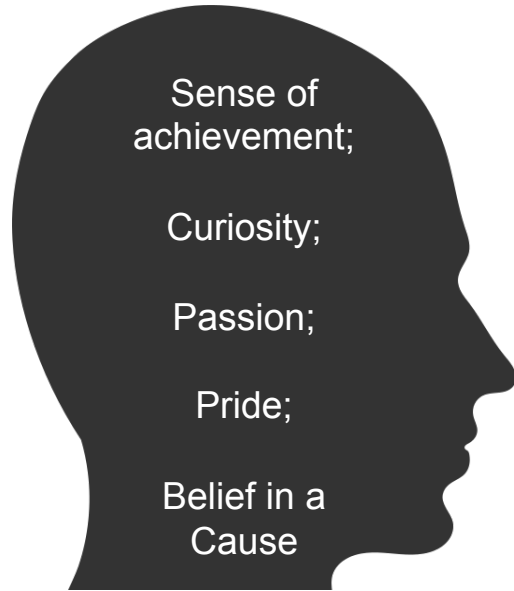




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Intrinsic vs. Extrinsic Motivations





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Skills for Effective Leadership & Management



Green entrepreneurs should develop the following skills...

1. Strategic Thinking and Planning
2. Communication
3. Asking for Advice
4. Delegation
5. Leading by Example



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For a more information on how to improve your management and leadership skills when establishing your business, several resources are available online. As a starting point, consider visiting:

- ◆ Daily Task Management For Entrepreneurs: Make The Most Of Your Day (Forbes):

<https://www.forbes.com/sites/melissathompson/2017/04/12/daily-task-management-for-entrepreneurs-make-the-most-of-your-day/#34cd0ec24f44>

- ◆ Business Management for Entrepreneurs [BOOK]:

https://books.google.ie/books/about/Business_Management_for_Entrepreneurs.html?id=7O5kuRUMpBcC&source=kp_cover&redir_esc=y





For a more information on achievement motivation theory and achievement-orientated activity, the following are a good starting point:

- ◆ Achievement Motivation (Atkinson & McClelland – 1953):
<https://principlesoflearning.wordpress.com/dissertation/chapter-3-literature-review-2/the-human-perspective/achievement-motivation-atkinson-mcclelland-1953/>
- ◆ Achievement Motivation:
<https://sites.google.com/site/motivationataglanceischool/achievement-motivation-theory>
- ◆ The Relationship of Achievement Motivation to Entrepreneurial Behavior:
<http://digitalcommons.ilr.cornell.edu/cgi/viewcontent.cgi?article=1841&context=articles>





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