

# Leadership techniques

“Leadership is the art of getting someone else to do something you want done, because he wants to do it” said Dwight D. Eisenhower and he explained well the difference between leaders and managers: leaders have followers while managers have subordinates. Subordinates have no choice but to listen to their managers’ demands, whereas followers pursue a leader voluntarily.

The word “leadership” brings to mind a variety of images, such as:

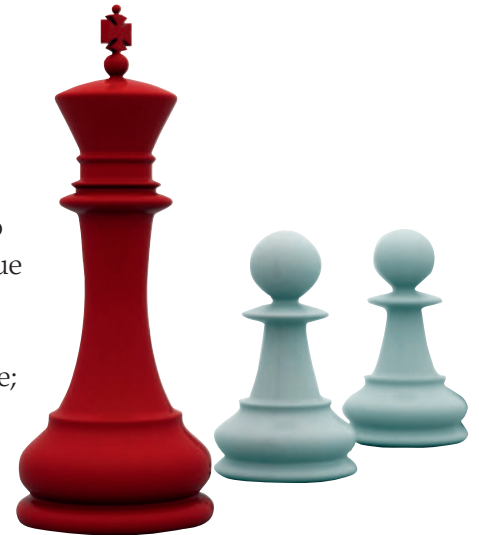
- a political or religious leader, pursuing a passionate, personal cause;
- an explorer, cutting a path through the jungle for the rest of his group to follow;
- an executive, developing her company’s strategy to beat the competition.

All of them share:

- a creative vision of the future;
- motivation and inspiration to make followers feel part of a project;
- the courage to challenge the status quo, to do things differently and to think outside the box;
- communicative skills and charisma to attract and persuade people to their cause.

Business leaders adopt different styles according to the situation, the requirements of the people they deal with and the challenges facing the company. Thus, a leader could be:

- **visionary** = inspires and motivates towards a new direction, new, shared dreams;
- **coaching** = develops individuals, shows them how to improve their performance, helps teammates to build personal strength and confidence;
- **affiliative** = emphasises the importance of team work, creates bonds and harmony in a group;
- **democratic** = creates a group commitment to reach the goals, he needs his team’s fresh ideas;
- **pacesetting** = sets high standards of performance and asks followers to do things better and faster;
- **commanding/military** = gives orders to obey;
- **authoritative** = imposes his vision on the team.



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**PAIR WORK** Work with a partner. Discuss about your personalities and decide which type of leadership would best suit you.

