

LEADERSHIP

INTRODUCTION

❖ leadership is one of the most investigated areas of management. This is because of two reasons. First, leadership occupies a central position in the field of management. Secondly, the illusive character of leadership has fascinated researchers.

Meaning of Leadership

❖ Simply stated, leadership is the process of influencing the behaviour of others towards the accomplishment of goals in a given situation.

Definition

- ❖ According to George R. Terry, Leadership is the activity of influencing people to strive willingly for group objectives. This definition puts a direct emphasis on willingness on the part of the people.
- ❖ Koontz and O'Donnell have defined leadership as “Influencing people to follow the achievement of a common goal. It is the ability to exert interpersonal influence by means of communication towards the achievement of a goal”.

Importance of leadership

- The success of a business enterprise is also dependent upon the quality of its leadership. A weak leader can wreck the morale and destroy efficiency. On the other hand, strong leadership can transform a lacklustre group into a strong and aggressively successful organisation. Many ailing concerns have achieved superb performance with a change in leadership.

❖ Guiding People

The first and foremost job of a leader is to guide and direct the group.

❖ Developing Teamwork

A leader acts as the captain of his team in order to win the confidence and co-operation of his followers.

❖ Maintaining Discipline

Discipline is the force that prompts individuals to observe rules, regulations and procedures which are necessary for the attainment of objectives.

❖ Building Morale

In order to develop high morale among people the leader governs his own actions.

❖ Representing the Group

A leader is the true representative of his followers both to those working for the group as well as the outside world.