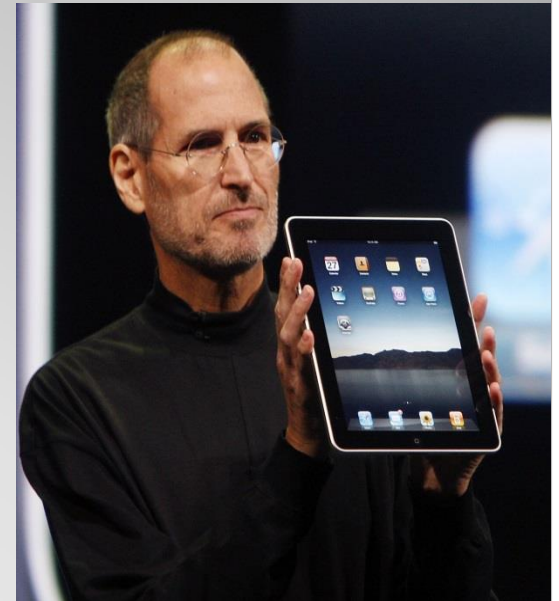


The Great Leadership

13 Maret 2015

- Definition of Leadership
- Theories on Leadership
- How to be a Great Leader

Mentioned 3 characteristics of leadership of this public figures !



How Do you Define Leadership?

- “When a good idea comes, you know, part of my job is to **move it around**, just see what different people think, get people talking about it, argue with people about it, get ideas moving among that group of 100 people, get different people together to explore different aspects of it quietly, and, you know – **just explore things**”

• - Steve Jobs-

Leadership Approach

**Transactional
Leader**



**Transformational
Leader**



**Entrepreneurial
Leader**



Transactional Leader

“approaches followers with an eye to exchanging one thing for another” –

MacGregor Burns

“pursues a cost benefit, economic exchange to met subordinates current material and psychic needs in return for ‘contracted’ services rendered by the subordinate” – Bernard M. Bass



Transformastional Leaders

“recognizes and exploits an existing need or demand of a potential follower... (and) looks for potential motives in followers, seeks to satisfy higher needs, and engages the full person of the follower” – MacGregor Burns

“recognizes the transactional needs in potential followers but tends to go further; seeking to arouse and satisfy higher needs, to engage the full person of the follower... to a higher level of needs according to Maslow’s hierarchy of needs” - Bernard M. Bass



• Transactional vs. Transformational vs. Entrepreneurial Leader

Transactional Leader	Transformational Leader	Entrepreneurial Leader
<ul style="list-style-type: none">• Leader adapts to various situations• Focus is on the day-to-day activities• Development of tasks and people behaviors• Situational analysis decides emphasis	<ul style="list-style-type: none">• Focus on the organization• Changing attitudes• Focus on change• Passion• A stake in the ground• Creative rearrangement• Committed investment• Symbolic communications• Long-term, stay the course	<ul style="list-style-type: none">• Focus on the opportunity• Finding like-minded people• Focus on building/creating• Passion• A moving stake• Creative destruction/rearrangement• Staged investment• Intimate, personal communications• Medium term, exit strategy

Lead Like an Entrepreneur

*“Leading like an entrepreneur requires a different view of leadership. It requires the managers integrate both **entrepreneurial mindset** and **entrepreneurial skills** set into their daily lives as organizational leaders and managers”*



- **How to be a GREAT Leader?**

A good leader is developed through a never ending process of **self-study**, **education**, **training** and **experience**

(Arthur G.Jago, 1982)



How to be a GREAT Leader?

- Convey **strong vision** of the company's future
- Set **goals**
- Develop **strategies**
- Build teams – hire **the right people**
- Lead **innovation**
 - Give example
 - **Communicate** – direct & delegate effectively
 - Improve team **capability**
- Communicate **success** –praise the team for every success

Terimakasih

Bram Subiandoro