

Strategy and Leadership PV237

Ing. Michala Kozinova, MBA.



Leadership Styles

- **Transactional Leaders**

Leaders who clarify goals, roles, and responsibilities, typically meet their deadlines within their budget and in the expected quality.

- **Transformational Leaders**

Leaders who generate awareness and acceptance of group's purpose and get employees see beyond their own needs for the good of the group. They make their followers believe they are a vital part of the organization. Their teams typically overperform.



Leadership Styles

- **Transactional Leaders**

Reward for performance

Management by exception: searches for deviations and corrects them



Leadership Styles

- **Transformational Leaders**

Idealized Influence: Provides vision and sense of mission, instills **pride**, gains **respect** and **trust**

Inspiration: Communicates **high expectations**, uses symbols to focus effort, expresses important messages in simple ways

Intellectual Stimulation: Promotes **intelligence**, rationality, and **careful problem solving**

Individualized Consideration: Treats people individually, **CARES**, coaches, advises



The surprising truth about what motivates us

- <https://www.youtube.com/watch?v=u6XAPnuFjJc>



Assignment

- Next week is Easter Monday so we don't have a class. Watch this video in stead
- <https://www.youtube.com/watch?v=dHAbmoFHqgA>
- <https://www.youtube.com/watch?v=A6Prtgjw6uA&t=56s>

