

LEARNING PLAN 3



Leadership

This Learning Plan introduces the issue of how to influence and persuade other people to perform their jobs in ways that increase a company's efficiency, effectiveness, and profitability. It examines the sources of power available to managers, four different approaches to leadership and how each would

apply in a specific case, as well as some general characteristics of effective leaders.

Leadership involves much more than the use of formal power, or authority, that comes from ownership to give employees orders. Leadership is using one's

personality, beliefs, social skills, knowledge, and power to influence other peoples' thoughts, feelings, and behavior. Effective leaders are able to influence, persuade, and engage their followers or employees to work hard and perform well at their jobs and support their company.



FIVE MOST IMPORTANT LEADERSHIP TRAITS

Some people sit and pontificate about whether leaders are made or born. The true leader ignores such arguments and instead concentrates on how to become better at leading people. In this article, we are going to discuss five leadership traits that people look for in a leader. If you are able to increase your skill in these five traits, you will make it easier for people to want to follow you. The less time you have to spend on getting people to follow you, the more time you have to spend refining exactly where you want to go and how to get there.

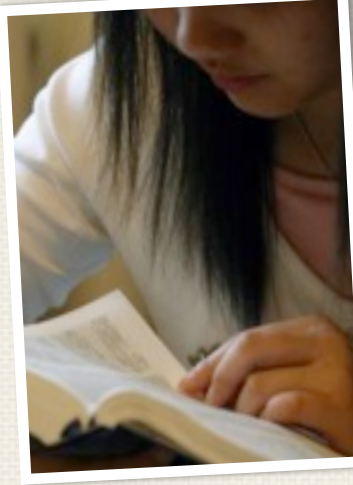
The five leadership traits are:

1. Honest
2. Forward-Looking
3. Competent
4. Inspiring
5. Intelligent

Your skill at exhibiting these five traits is strongly correlated with people's desire to follow your lead. Exhibiting these traits will inspire confidence in your leadership. Not exhibiting these traits or exhibiting the opposite of these traits will decrease your leadership influence with those around you.

It is important to exhibit these traits. Simply possessing each trait is not enough; you have to display it in a way that people notice. People want to see you demonstrating these traits—not just assuming that you have them. It isn't enough to just be neutral. For example, just because you are not dishonest will not cause people to recognize that you are honest. Just avoiding displays of incompetence won't inspire the same confidence as truly displaying competence.

The focus of each of these five traits needs to be on what people see you do—not just the things they don't see you do. Being honest isn't a matter of not lying—it is taking the extra effort to display honesty.



LEARNING ACTIVITIES

1. READ CHAPTER 8.

THE FOLLOWING ACTIVITIES ARE COMPLETED ONLINE AT [HTTP://FERRELLM.MCGRAW-HILL.COM/](http://ferrellm.mcgraw-hill.com/)

2. COMPLETE THE DESTINATION CEO VIDEO & QUIZ.

CLICK 'EOC VIDEOS' UNDER 'COURSE-WIDE CONTENT'.

SELECT CHAPTER 8 FROM THE 'CHOOSE A CHAPTER' DROP DOWN MENU

CLICK 'DESTINATION CEO VIDEO QUIZ' UNDER THE PREMIUM OPTION

DON'T SUBMIT THE RESULTS TO ME. THIS ACTIVITY IS FOR YOUR SELF-IMPROVEMENT.



ASSESSMENT ACTIVITIES

1. PLEASE COMPLETE GENDER & LEADERSHIP ACTIVITY. SUBMIT YOUR RESPONSE IN BLACKBOARD. WHEN PREPARING YOUR RESPONSES PLEASE TAKE THE TIME TO FULLY DEVELOP YOUR RESPONSES/THOUGHTS AND PROVIDE SUPPORT MATERIAL WHEN NECESSARY.
2. PLEASE COMPLETE THE LEADERSHIP - BILL FORD CASE STUDY. SUBMIT YOUR RESPONSE IN BLACKBOARD. WHEN PREPARING YOUR RESPONSES PLEASE TAKE THE TIME TO FULLY DEVELOP YOUR RESPONSES/THOUGHTS AND PROVIDE SUPPORT
3. COMPLETE THE ENRON DISCUSSION FORUM. YOU'LL DO THIS IN THE DISCUSSION BOARD
4. RESPOND TO YOUR CLASSMATES ACCORDING TO THE DISCUSSION BOARD GUIDELINES.