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LEADERSHIP VS. MANAGEMENT

What is the difference between leader and manager or are these terms equal and have the same meanings? It is one of the most discussed questions for today and answers for it are also quite different. Some people use these terms as synonyms during the conversation, other people see a great difference and they are confident that 'leader' and 'manager' are opposite terms. Finally, there are people who are convinced that term 'leader' is a part of term 'manager'. The focus of this essay is on the comparison of two approaches that leadership is a part of management and that leadership is separate and, possibly, superior to management. The essay will discuss three core issues: leadership is a part of management or vice versa; leadership can exist without effective management; all managers are leaders or can an organization do without leaders under some circumstances. At the end the essay will summarize key points and make a conclusion that will demonstrate answer to the previous question.

To discuss those issues it is necessary to provide definitions for the key terms 'leader' and 'manager'. The Longman dictionary [2011] treats leader as the person who directs or controls a group, organization, country, etc.; however, this definition does not reflect the main sense of this term. Leader is a charismatic person who can lead people and spread an enthusiastic mood to his or her followers [Terrell, 2009]. Nowadays a manager is considered to be a leader but it is only a post, it does not require most of the skills that the leader has. A manager fits the description of the leader given by Longman. A manager is a person who plans and organizes the working process, leads and controls employees [Daft, 2010]. In terms of these definitions the essay is based on.

Is leadership a part of management or vice versa? Firstly, it can be mentioned that managers and leaders have some features in common. According to Olufemi Oyedele [2007], both leader and manager have the opportunity to influence the subordinates with the authority, which is de facto incorporated into the meaning of the terms. This is obvious because of the status of manager and leader in the company that is high or even can be a team head post. Both of them use the goal setting and strategic planning for achieving the best result. In addition, managers and leaders are considered to resolve or prevent conflicts duty-bound. From the other side, terms manager and leader have more differences than similarities. The leader is the person who inspires people to be productive for achieving results; however, a manager's job is to make his or her subordinates to achieve the goal, the aim of the project. Another

important fact is that manager doesn't do any work for mistake correction and uses the method of castigation, penalty or even imposing a fine. Nevertheless, the leader work includes error correction and instruction for subordinates on the right path; the leader fulfills the role of mentor rather than supervisor (2007). To sum up, leadership means guidance and encouragement to manage while management is the planning, coordinating, directing, supervising and organizing human, material, and financial resources (2007). In the other words, leadership is promoting new directions and management means executing existing directions. Dossie M Terrell (2009) believes leaders, whom she considers to be foreseers, create that company environment. They don't hesitate to take risk and be revolutionary innovative to promote the company and organize their subordinates to bring good outcomes. Nevertheless, managers are people, who prefer strategic planning to spontaneous solutions, and focus on rational budgeting for organizing smooth work and controlling staff efficiently (2009).

Is leadership can exist without effective management? Markus Flakes [2009] pointed out that today the combination of leadership and management is rare in business environment but it is necessary for a company's success. Both leader and manager have similarities in sharing the same responsibilities in supervising others to achieve a desired outcome but at the same time management and leadership are beneficial in ensuring success in establishing a culture of professionalism and excellence and achieving goals and objective [Wardy, 2009]. Besides, being a good leader is pertinent to effective management and companies utilize both approaches for staff's growth, organizational strategic planning, and company's competitive ability. One of the most successful and bright instances of effective combination leadership and management the essay can claim Apple corporation. Everyone all around the world knows this corporation and its inspirer Steve Jobs. He was a legendary person who was a perfect leader and manager at the same time [Isaacson, 2012]. The combination of two approaches is demonstrated though Job's creations and their demand in all parts of the world. Jobs could present and inspire people though his creations, he made all devices very easy to use and stylish, and also he left far behind corporation's competitors. He was a perfect manager because he could organize staff and he understood what must be done, when it must be done, what resources it will take etc. Furthermore, he was a good leader, firstly, because he inspired working staff in the corporation, he convinced them of the success and, secondly, he forced customers from different parts of the world to believe that Apple's creations are the best ones in whole world (2012). Ultimately, the combination of two approaches of good business practice is the result of effective systems and employees' ongoing growth and development. In addition, without effective management and leadership qualities a company will not maximize profit. The correlation

and interrelation of effective management and leadership is the most important component for a company's success and growth.

All managers are leaders or can an organization do without leaders under some circumstances?

Today in a new business era of collaborative projects across continents, there are two conflicting team models: those led by leaders and those led by managers. Nevertheless, these terms are used interchangeably; they are very different methods of getting the job done [Zeleznik, 2004]. Leaders are charismatic person who can coordinate and inspire people to do some job; on the contrary, managers are not able to be charismatic, and they command and control staff in doing their job [Kendal, 2010]. Therefore, manager is a position; in contrast, anyone in any position in a company can be a leader. So, a manager in some cases can be a leader but leader cannot be a manager if he or she does not have this position. For simple example, leaders sell the tickets for the journey while managers drive the bus to the destination. Besides, all responsibility is on the manager. From this simple example the essay believed that management is just as important as leadership. Nevertheless, under some circumstances organizations can exist without leaders but there some negative sides of it like an organization loses its ability to growth [Hanrahan, 2007]. Firstly, people work for managers because they need their salary and wages, on the contrary, people who work for a leader or with leader do their best on task because they feel that they can do more for the organization mostly because a leader can inspire them to do it. Secondly, a manager sees workers as subordinates and threats them more demanding while a leader see them as colleges and communicates with them on an equal. Thirdly, a manager knows the details of working process, in contrast; a leader knows the details about the team. Additionally, a manager talks all the time about the importance of the organizational growth while a leader gives an accent about the importance of workers to the organization's development. So, an organization can do without leaders but it will not be so successful if it can be if it will contain both an effective management and leadership.

Approaches to leadership and management are important equally, besides, they correlate with each other, in the other words, and they can be a part of each other. These terms have more differences than similarities. Leader is a person who can inspire and lead people while manager is a position first of all. Therefore, without effective management and leadership an organization can exist but cannot maximize its profit and have no abilities for growth. Leadership and management are an important combination for a company's success. If there is only leadership in the company, staff will enthusiastically charge down a path not properly thought out. The result is likely to be incomplete or not reach the proper objectives. On the other hand, if there is only management morale will be poor, staff will be dull and lifeless and some ones will perform poorly because they do not understand the im-

portance of their work. In conclusion, a company needs both leadership and management, only a combination will lead a company to the success.

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