Management vs Leadership: How The World Has Changed

Mark Stipic, Senior Consultant

Management is about making a product or providing a service. It's about making sure you meet targets or find ways to do it cheaper or faster than yesterday. The manager directs people, oversees tasks and so on.

A leader doesn't need to know what their people are doing and doesn't always know what is going to happen tomorrow. He or she creates an environment of excellence and is able to place trust in others to get the job done. Their employees solve their own problems and find more efficient ways of working.

In the last 30 years the world has become incredibly small and incredibly fast.

Technology has developed such that we can find any piece of information we want within seconds. We can shop from anywhere in the world, find our dream home, message friends, browse dating apps, read reviews, download movies, download music or find a new job. All within seconds.

As a result of our changing desires, the way in which companies market to us has changed. It's not just ads on the TV, radio and newspaper these days, this is called *interruption marketing*. People won't stand for having their entertainment disrupted anymore. We have seen the emergence of *permission marketing* through social media, word of mouth and sponsorship of events.

Smart marketing companies have been quick to change with the times but employers are lagging.

Right now I see companies trying to force old management tactics on a modern workforce. This is resulting in frustration and pain. We need a quantum shift in our thinking because if we can't change *them*, maybe we need to change *us*.

Here are 3 organisational shifts I believe companies should be making.

1. Hire with intent
The decision to hire or not to hire can have massive implications on prospective employees as well as employers. I can't stress enough the importance of appropriate screening.

When hiring look for people who can solve problems. People who will be liked. People who, by nature, already practice your company's values. If you don't have set of values, maybe you should look into that too.

Hire for attitude, you can teach skills later.

Don't be too fixated on traditional recruiting methods such as advertising/interviewing. Numerous studies have proven networking and job trials to be far superior.

2. Keep the good people and develop them
Research is beginning to show that money doesn't work to motivate people. Money explains why someone has a job but it doesn't explain the difference between a star performer and a dud. If we want to keep and motivate our people we need to tap into the three elements that drive employees:

- Autonomy – the desire to direct our own lives
- Mastery – the urge to get better and better at something that matters
- Purpose – the yearning to do what we do in the service of something larger than ourselves

3. Build your (internal) brand
Employers should be equally focussed on attracting the right employees as they are on attracting customers. Even if you manufacture a product or provide human services, you need people to make it, sell it, coordinate it, clean it and transport it. People are your number one product.

You build your brand by building trust.

This should be a long term vision to create a workplace culture that leaves employees promoting your brand and newsletters or advertising that can showcase your staff and employment conditions. If done well, you shouldn't need to advertise vacancies because word of mouth will have done the work for you.

If you can create a great place to work, you will attract great people and great customers.

These three organisational shifts will set you on the path to a higher performance culture. You will move towards an environment where good leadership can thrive.

Is leadership better than management? All I am certain of is that in a modern world we need to move away from thinking "these employees work for me" to asking "how can *I* work for *them*?"

Suggested reading:

Drive: The Surprising Truth About What Motivates Us
Daniel H. Pink
Link to booktopia

Permission Marketing: Strangers into Friends into Customers
Seth Godin
Link to booktopia

Leaders Eat Last: Why Some Teams Pull Together and Others Don't
Simon Sinek
Link to booktopia

Kind regards,

Mark Stipic

Mob: 0409 964 769
Email: mark.stipic@preventia.com.au
www.preVentia.com.au