**DAILY ASSESSMENT FORMAT**

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| **Course:** | **Udemy** | **USN:** | **4AL16EC091** |
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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report**  **What is leadership?**  To start, let's look at what effective leadership is and how it can positively impact businesses big and small. A manager must be able to do the following:   * Create a vision of the future that's inspiring * Motivate people to engage with the vision in a positive way * Effectively manage the delivery of the vision * Coach and build a team who will work together to achieve the vision   A good manager has the leadership skills required to do all of these. When combined, they can help transform a business and its outlook. **An inspiring vision** In all businesses, it's essential to have a vision. Without one, you'll have nothing to aim for and your staff may become disillusioned over the direction of the company. The vision has to be realistic, convincing and attractive; that way you'll be able to sell it to your staff and be well placed to lead the team.  Vision will help you provide direction, set priorities and give you a marker against which you and your teams performance can be measured. In order to create a vision, you need to focus on the strengths of the company and thoroughly analyse the current situation. It's important to think about how your industry is going to evolve, and how your competitors may react to changes. Leadership is more than just creating a plan based on your current situation and sticking to it, you need to demonstrate proactive problem solving and to be able to look ahead. It's about not being satisfied with the status quo and always looking for ways to improve, evolve and deliver.  Once the vision has been developed, it needs to be compelling as well as convincing. Everyone from staff members to buyers will need to see, feel and embrace the vision. An effective manager will have the leadership skills to provide listeners with a rich and vivid picture of what the future looks like once the vision has been realised.  **Why is leadership important for managers?**  The vision has been created and your team have been sold on it, but there may be a long road ahead in order to realise it. This is where real leadership comes into play and it explains why it's so important for management.  Leadership is perhaps the most important function of management - it helps to maximise efficiency which can help to achieve the overall vision and goals of the business. Here are some points that justify why leadership is so important in regard to management. **Initiates action** A leader is someone who initiates work. It begins with them clearly communicating their plans and policies to their staff. Without the initiation of the work, no goals can be achieved. **Motivation** In order for the work to be completed on time and to a high standard, motivation is required, and that comes from leadership. By [effectively motivating the employees](http://www.huffingtonpost.com/margaret-jacoby/top-5-ways-to-motivate-yo_b_5839504.html) with both economic as well as non-economic rewards, the work will be carried out by happy and incentivised employees. |