**Management Question**

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Course

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Due Date

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The core duty of management is planning, which helps the business reach its objectives by identifying targets and coming up with plans to meet them. There are two primary categories of planning: tactical and strategic. Strategic planning is focused on the long term and entails establishing broad objectives and figuring out the best way to accomplish them. It includes evaluating the external environment of the company, spotting opportunities and risks, and utilizing both strengths and weaknesses to create a well-thought-out plan (Preghenella & Battistella, 2021). Generally speaking, strategic planning spans three to five years, or even longer. It involves determining the organization’s course and distributing resources appropriately to realize its goals. Tactical planning, on the other hand, is more operational and short-term. It entails putting the more comprehensive initiatives outlined in the strategic plan into practice. With an emphasis on targeted actions, tactical planning allocates resources wisely to fulfill short-term goals and handle recurring difficulties (Preghenella & Battistella, 2021). Compared to strategic plans, tactical plans are more specific and tangible and typically cover a year or less.

Regarding the contrast between leadership and management, although the terms are sometimes used synonymously, they refer to different but related facets of how organizations operate. The main function of management is to effectively coordinate and carry out tasks to meet predefined objectives. Planning, organizing, directing, and controlling resources within an organization is the responsibility of managers to guarantee smooth operation and goal fulfillment (Preghenella & Battistella, 2021). On the other hand, leadership involves motivating and swaying people to collaborate towards a shared objective or vision. Setting the direction, inspiring groups, encouraging creativity, and developing a healthy work environment are all tasks performed by leaders. Regardless of title or position, leadership is a quality that may be shown at all organizational levels and goes beyond formal authority. In contrast to management, which prioritizes structures and procedures, leadership is centered on people and interpersonal connections, stressing inspiration, empowerment, and vision. In summary, leadership offers the motivation and vision required to propel organizational achievement, whereas management makes sure that plans and procedures are carried out successfully. In the fast-paced corporate world of today, both are essential to attaining both competitive advantage and sustainable growth.

**References**

Preghenella, N., & Battistella, C. (2021). Exploring business models for sustainability: A bibliographic investigation of the literature and future research directions. *Business Strategy and the Environment*, *30*(5), 2505-2522.