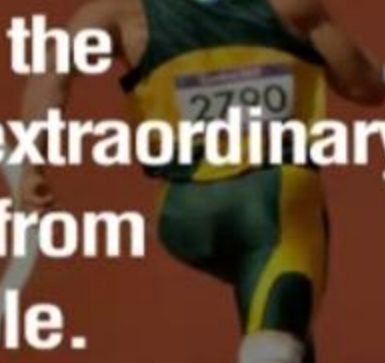


The background of the image is a dark, atmospheric photograph. The upper portion shows a sky with heavy, dark clouds, while the lower portion shows a calm body of water reflecting the sky. The overall tone is somber and contemplative.

Management is about  
persuading people to do  
things they do not want  
to do, while leadership is  
about inspiring people to  
do things they never  
thought they could.

~ Steve Jobs



**Leadership is the  
ability to get extraordinary  
achievement from  
ordinary people.**



*Brian Tracy*  
*[www.geckoandfly.com](http://www.geckoandfly.com)*

## Differences Between Leadership and Management

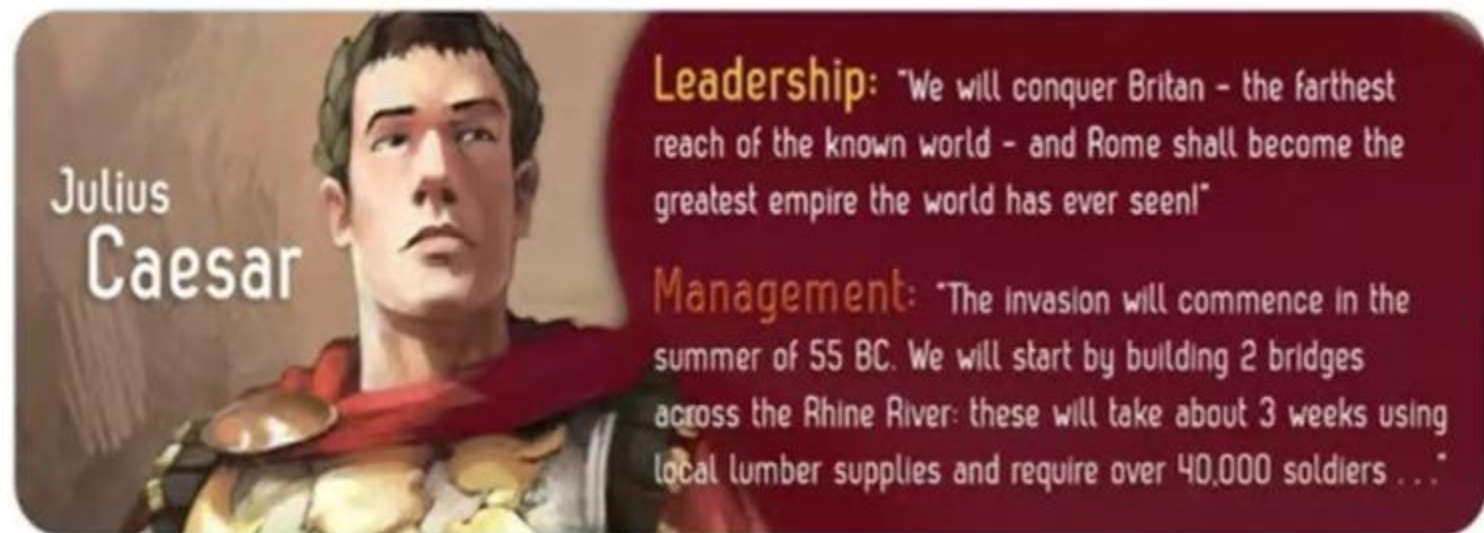
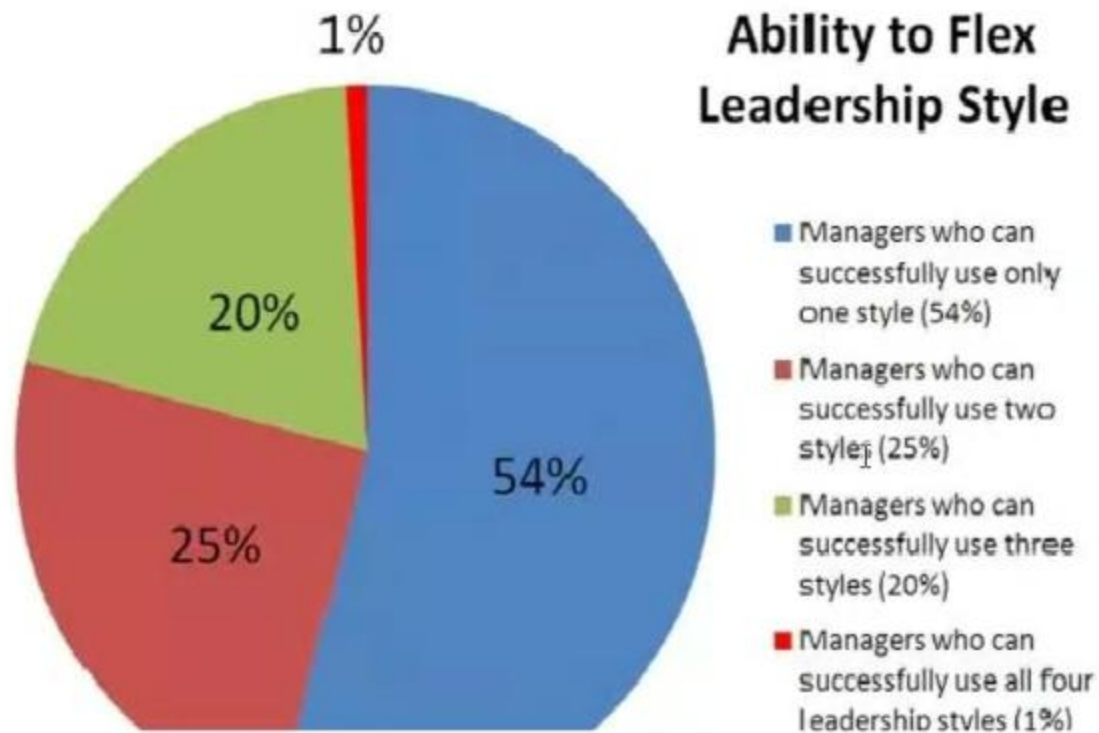


Figure 1 – Leadership and Management Illustration<sup>4</sup>

The Situational Leadership method from Kenneth Blanchard and Paul Hersey holds that managers must use different leadership styles depending on the situation. The model allows you to analyze the needs of the situation you're in, and then use the most appropriate leadership style. Depending on employees' competences in their task areas and commitment to their tasks, your leadership style should vary from one person to another. You may even lead the same person one way sometimes, and another way at other times.

## Ability to Flex Leadership Style



# Motivation

- Motivation, concerns those dynamic process which produce a goal-directed behavior.
- This process always begins with the individual feeling certain needs. These needs gives an energizing thrust to the individual toward certain goals or incentives which he perceives as possible satisfier of his needs.



# Maslow's need-hierarchy plan

- According A.H Maslow , needs are arranged in a hierarchy or a ladder of five successive categories. Physiological needs are at the lowest level, followed by security, social, Self esteem and self-fulfillment .
- Physiological needs are those required for sustaining life.
- Air
- Water
- Nourishment.
- Sleep
- Higher needs such as social needs and esteem are not felt until one has met the needs basic to one,s body functioning.







# Safety

- Once physiological needs are met, one's attention turns to safety and security in order to be free from physical and emotional harm, such needs may be fulfilled by,
- Living in a safe area.
- Medical insurance.
- Job security.
- Financial reserves.



# Social needs

- Once a person has met the lower level needs of physiological and safety needs, higher level needs becomes important. The first of which is social needs. Social needs are those related to the interaction with other people and include,
- Need for friends.
- Need for belonging.
- Need to give and receive affection, respect



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# Esteem

- Once a person feels a sense of belonging, the need to feel important arises. Esteem needs may be classified as internal and external. Internal needs are those related to self esteem such as self respect and achievement. External esteem are those such as social status and recognition. Some esteem needs are:
  - Self-respect.
  - Achievement.
  - Attention.
  - Recognition.
  - Reputation.