



Enterprising Rural Families™

An Online Newsletter January, 2013 Volume IX,
Issue 1

This newsletter is an instrument of the *Enterprising Rural Families: Making It Work* program of University of Wyoming Extension. For further information concerning the Enterprising Rural Families program or on-line course contact information@eRuralFamilies.org or go to <http://eRuralFamilies.org/>.

TIP OF THE MONTH:

BEING AN ENTREPRENEUR

Starting your own business takes several proven characteristics:

- **Self confidence**—critical for facing risks and dry spells.
- **Integrity**—people do business with those they trust.
- **High energy level**—are you physically and mentally ready for the long hours and high energy levels required?
- **Experience**—start where you have interest, knowledge and experience.
- **Support**—is your family ready to give up vacations, savings, and risk the home?
- **Passion**—will carry you through the burnout. Work should be your play.
- **Adequate resources**—can you survive three years without a profit?
- **Organizational skills**—you may need to juggle CEO to janitor duties, as well be able to delegate to others.
- **Competitive nature**—you will need to continue when the competition is tough.
- **Risk taker**—if you hate risk don't even start.
- **Flexibility**—you must be able to adapt to constant change.

Management vs. Leadership – Knowing the Difference Can Make a Difference

Tara Kuipers, MS University of Wyoming Extension

Are you a manager, or are you a leader?

The terms 'management' and 'leadership' are often used interchangeably. Some people approach leadership and management as synonymous, considering them "one in the same". There

certainly are similarities. Both typically have influence over employees or constituents, and both possess some level of authority or power.

Aside from these similarities, leadership and management have a great deal of distinction. So what are the differences? Let's first take a look at how to define each of these important roles.

Management usually deals with making systems, people, and resources work together over time. This might involve several different functions, from planning and budgeting to organizing and staffing. Administering and evaluating projects, maintaining order, and taking a problem-solving approach are all key roles of a manager. A good manager will assure order and consistency while getting the job done, and getting it done right.

Effective managers often have industry-specific expertise, possessing competence in their field or technical arena. The human relations skills of a manager involve staffing and organizing teams; generating incentives and providing structure, procedures, and rules; and taking corrective action when needed.

Leadership, on the other hand, is focused less on planning and organizing and more on visioning and setting direction. A leader needs to be strategic and motivated, aligning the right people around the right



opportunities for the future of the business or organization Possessing a long-range perspective, a leader is innovative and creative when approaching the future.

Building relationships and creating trust are focal points of leaders. A strong leader will establish the course while motivating others, building commitment, and inspiring the team. Effective leaders demonstrate consistency and confidence, a sense of sincerity and trust, and a willingness to share not only responsibilities but also rewards with others.

Leadership sets the course, while management navigates it. Leadership builds trust with the team, and management provides accountability and structure. Leadership dreams and develops “what might be” in the future, while management maintains and strengthens “what is” in the here-and-now. Leadership’s eyes are fixed on the horizon, while management’s eyes are fixed on today.

Leadership sets the course, while management navigates it. Leadership builds trust with the team, and management provides accountability and structure. Leadership dreams and develops “what might be” in the future, while management maintains and strengthens “what is” in the here-and-now. Leadership’s eyes are fixed on the horizon, while management’s eyes are fixed on today.

Do all leaders make good managers? Probably not. Do all managers make good leaders? Not necessarily.

If not the same person, it is ideal that leaders and managers cooperate with each other. Leaders might establish long-term and visionary goals, while a manager is tasked with planning and organizing the organization around those goals. While managers focus on the logistics of a team; leaders focus on the relational and interpersonal aspects of a team. Organizations and businesses need both management and leadership to succeed.

So, we’ll reflect again on the opening question: Are you a manager, or are you a leader?

Knowing your own strengths and matching them to the needs of your organization or business will help you develop in your leadership and management roles. In the upcoming column, we will examine how to assess yourself and your organization, and better transfer your expertise between management and leadership.

What is the difference between MANAGEMENT & LEADERSHIP?

Management ...

... takes complex system of people and technology and makes the run efficiently and effectively, hour after hour, day after day, year after year.

Focused on:

- Planning
- Budgeting
- Organizing
- Staffing
- Problem-Solving

Leadership ...

... creates the systems that managers can manage and transforms them when needed to allow for growth, evolution, opportunities, and hazard avoidance..

Focused on:

- Creating Vision
- Strategy
- Communicating
- Motivating Action
- Aligning People

Kotter, John. “Change Leadership” - www.kotterinternational.com

