

Entrepreneurial Leadership

Unit 1: Your Role as an Entrepreneurial Leader



Course Unit Structure

- ▶ Course Structure
 - ▶ **Unit 1: Your Role as an Entrepreneur**
 - ▶ Unit 2: Motivating Your Team
 - ▶ Unit 3: Leadership Styles
 - ▶ Unit 4: Entrepreneurial Leadership Tasks and Challenges



Unit One Learning Objectives

- ▶ 1a analyze the difference between management and leadership as an entrepreneur
- ▶ 1b categorize the characteristics and behaviors of a leader
- ▶ 1c compare and contrast the difference between elements of the POLC model
- ▶ 1d examine characteristics of different types of entrepreneurs, such as confidence and self-efficacy



Unit Vocabulary

- classic entrepreneur
- conceptual skills
- consideration behavior
- controlling
- decisional role
- dispositional traits
- initiating structure
- interpersonal role
- intrapreneur
- Leadership Grid
- leading
- multipreneur
- organizing
- planning
- self-monitoring
- strengths, weaknesses, opportunities, and threats (SWOT)
- trait approach to leadership



Overview: Unit 1 Topics

- ▶ How do we define entrepreneurial leaders?
- ▶ Leader behaviors
- ▶ The POLC Model
- ▶ Leadership traits



1a Managerial Roles

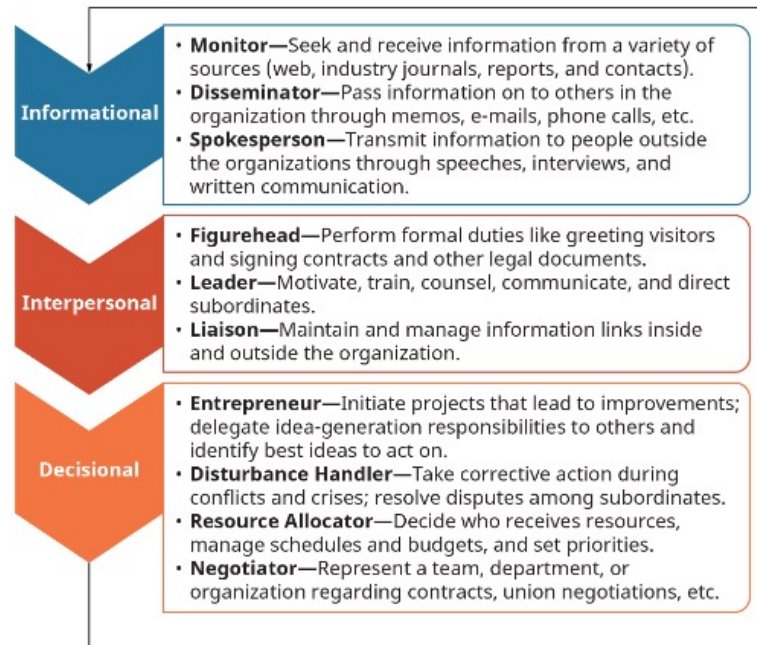


Exhibit 1.4 The Roles Managers Play (Attribution: Copyright Rice University, OpenStax, under CC-BY 4.0 license)

1a Levels of Management

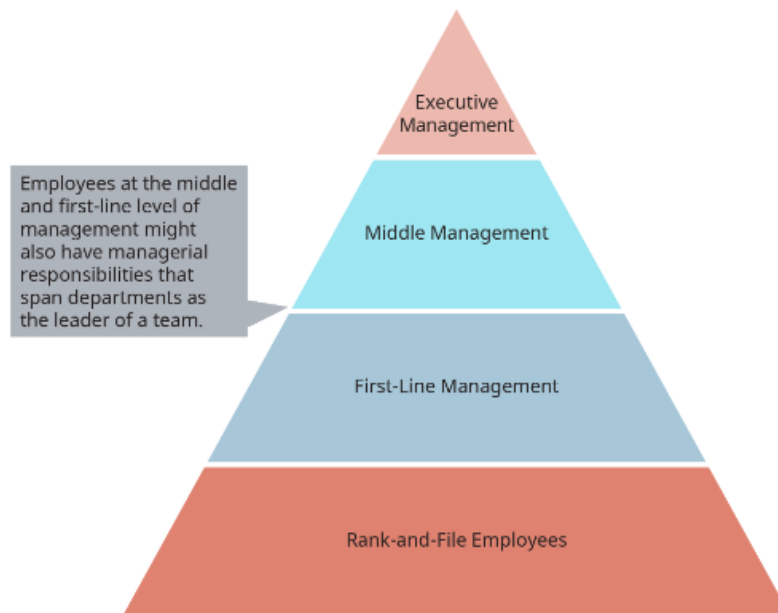


Exhibit 1.5 Levels in the Management Hierarchy (Attribution: Copyright Rice University, OpenStax, under CC-BY 4.0 license)

1a Management and Leadership Differences

- ▶ Tasks managers do:
 - ▶ Planning
 - ▶ Organizing
 - ▶ Leading
 - ▶ Controlling
- ▶ Leadership
 - ▶ More focused on interpersonal influence
 - ▶ A special “title” is not needed



1b Traits and Behaviors of Leaders

▶ Traits

- ▶ Optimism, drive, high energy, and many others

▶ Behaviors

- ▶ Consideration behavior
- ▶ Initiating structure behavior

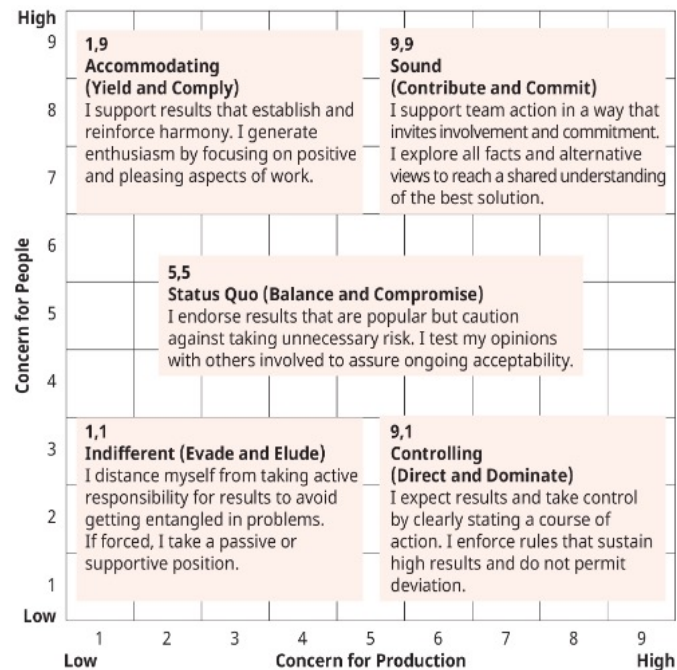


Exhibit 12.9 Blake and Mouton's Managerial Grid® Source: Adapted from R. McKee and B. Carlson, 1999. *The Power to Change*, p.16.



1b Types of Entrepreneurs

- ▶ Classic
- ▶ Multipreneur
- ▶ Intraprenuer



1c POLC Model

- ▶ The POLC model involves the duties managers are responsible for
- ▶ The POLC model includes:
 - ▶ Planning
 - ▶ Goal setting, developing policies and procedures
 - ▶ Organizing
 - ▶ Diving up tasks, and coordinating and allocating resources
 - ▶ Leading
 - ▶ Motivating and guiding
 - ▶ Controlling
 - ▶ Assessing progress toward goals, making adjustments as needed



1d Leadership Traits

- ▶ Leadership traits are personal characteristics
 - ▶ Honesty
 - ▶ Integrity
 - ▶ Self-confidence
 - ▶ Self-efficacy,
 - ▶ Charisma
 - ▶ Creativity
- ▶ High self monitoring a common trait of leaders
- ▶ Self-assessment (SWOT) often a trait



Conclusion

- ▶ Here's what you learned:
 - ▶ analyze the difference between management and leadership as an entrepreneur
 - ▶ categorize the characteristics and behaviors of a leader
 - ▶ compare and contrast the difference between elements of the POLC model
 - ▶ examine characteristics of different types of entrepreneurs, such as confidence and self-efficacy



What's Next?

- ▶ To prepare for the practice exam, consider one more review of the study guide and course materials.
- ▶ Good luck on the practice exam!

