

TRANSFORMATIONAL LEADERSHIP ACCORDING TO COMPETITIVENESS OF SMALL ENTERPRISES

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- Leadership is an area, which in a very large extent determines the development of the organization,
- Leadership is changing permanently from transactional chef to transformational partner.

Transactional chef

Creates short-term action plans , designate a single task

Controls and settles

Responds "here and now" to emerging negative events

Adapts to changes imposed from above

Tells

It uses the power

Penalty for errors

Transformational partner

It creates a vision and strategy in accordance with the objectives of the organization or market trends

Monitors , motivates and inspires

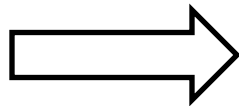
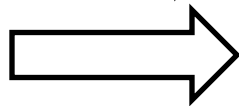
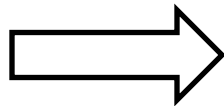
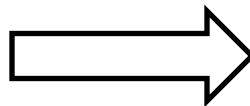
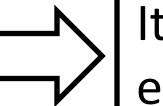
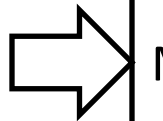
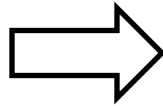
It prevents the occurrence of negative events and results in the emergence of positive

Initiates changes

Proposes and encourages

Uses authority

Learns from his mistakes, draws conclusions from defeats



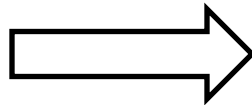
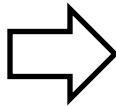
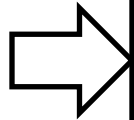
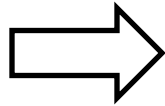
Transactional chef

Decisions and tasks are
taken independently

Relies on its own success

Staff training

Do not take the risk



Transformational partner

It encourages collaborative
decision making tasks, is an expert

Focuses on team success

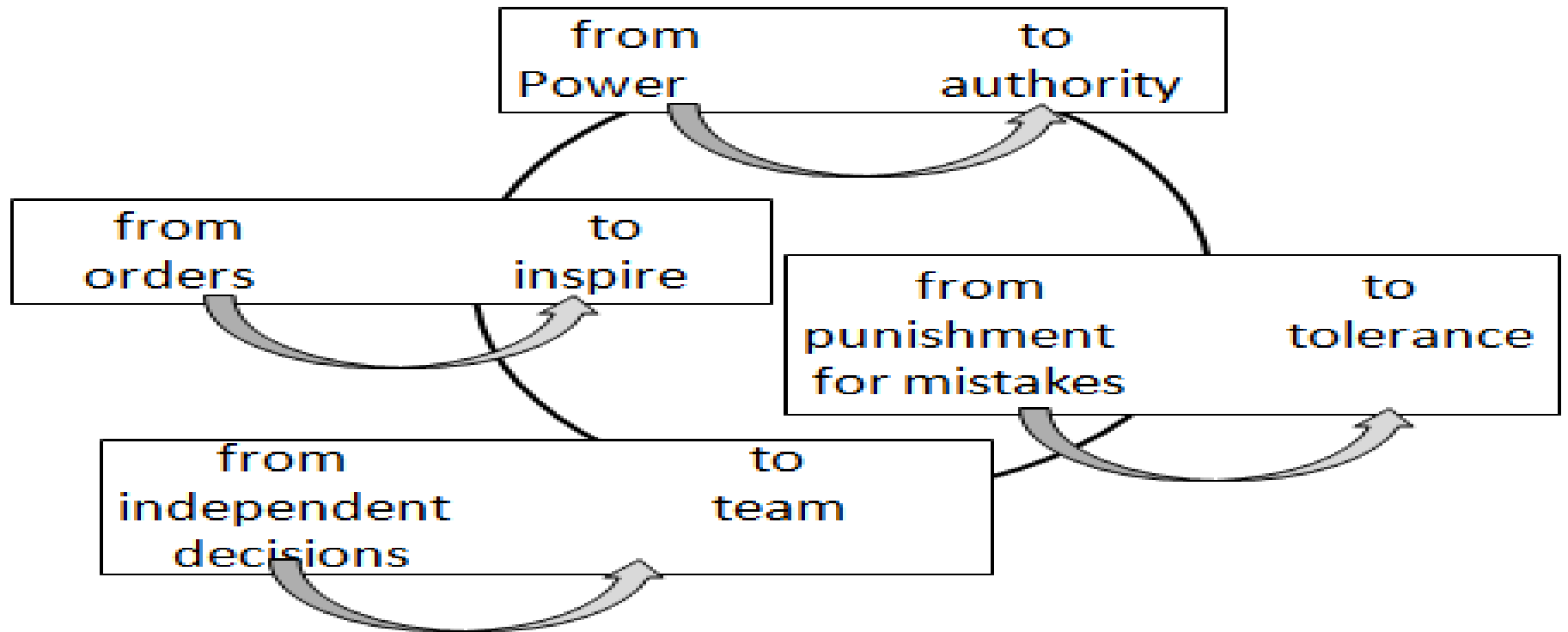
Continued staff training , improving
team

Undertakes and encourages risk

Transformational
partner

The diagram features a light gray rounded rectangle on the left containing the text 'Transformational partner'. Four arrows originate from the right side of this rectangle: a large hollow arrow at the top, a small hollow arrow, a small solid arrow, and another large hollow arrow at the bottom. All four arrows point towards a large rectangular box on the right. This box contains four lines of text: 'Activity triggers action.', 'It stimulates thinking and creativity .', 'More efficient management.', and 'Source of ccompetitive aadvantage'.

Activity triggers action.
It stimulates thinking
and creativity .
More efficient
management.
Source of ccompetitive
aadvantage



THANK YOU.