

“Working with industry towards a profitable and successful future”

“Managers light a fire UNDER people; Leaders light a fire IN people.”

– Kathy Austin

Do you agree?

I often debate the differences between a *Manager* and a *Leader*. Both are *authoritative* roles, but sometimes the line drawn to separate the two can **SMUDGE**. This makes it incredibly difficult to know when you are **LEADING** someone or just **MANAGING** them.

This is an **ESPECIALLY** important distinction.

Why?

You cannot **LEAD** your team to meet their deadlines and you most certainly cannot **MANAGE** your team to become motivated. Humans simply can't operate that way.

As in Professor Steve Peters book *“The Chimp Paradox”* humans developed over millennia to survive the environment around them. Therefore, you can re-programme yourself to be a leader or a manager in whatever environment that gives you cause to do so.

It takes time and effort, but **YOU CAN** do it.



We as humans, are led by **EMOTION**.

Emotional ties encourage us to do **BETTER**, whether it be associated with monetary value or lifestyle value.

We become inspired by people who we can *relate* to. Those who have overcome *similar* obstacles and are now growing faster and further than we are.

Who is this person for you?

Is it a CEO of a large corporation or a director in a small business?

Both can inspire us dependent on their work **ETHIC** and their **ATTITUDE**. How did they reach the heady heights from the beginning to now?

Do you try and emulate them in some way?

We need **MANAGEMENT** to ensure we are staying on track with our goals. Especially in a world where there is a million and one things needed to be done yesterday.

Time is precious.

We know we **WANT** leaders but don't realise we **NEED** managers. We have all had those moments where we felt motivated and ready to improve ourselves almost instantaneously. But instead of **ACTING** on your inspiration, you got caught up in the day to day work in life and kept saying "**NEXT TIME**".

That's because we need **MANAGEMENT**.

We need managers to remind us of what we were inspired by and to take **ACTION** right there and then. So, what **IS** the difference?

Leaders inspire.

Leaders utilise their past experience to create stories that will inspire you.

Managers align.

Managers align you with your goals and make them achievable.

Conclusion?

To be **SUCCESSFUL** in any endeavour both Leadership and Management need to work in a **COHESIVE** balance.

If you Inspire and Align, then you will Achieve.

Should you wish to contact Hayward Miller Ltd and talk about how we can support your company, our details are as follows:

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