



The Art of Leadership in Business

In today's fast-paced business world, it is becoming ever more important to the bottom line that business leaders stay up-to-date on current leadership and management techniques. The world is becoming a global economy and any company that does not recognize this risks becoming outdated, noncompetitive, and ultimately obsolete.

Every business faces numerous challenges in the marketplace, *external* to the organization, but they also face challenges *within* the organization as well. Not only do the leaders of a company have to work out methods to grow the business and prosper; they also have to effectively negotiate many other difficult situations in the ever-changing, rapidly evolving business environment.

Business leaders must be fully dedicated to a strong vision of the future and they must be able to effectively communicate that vision and their company mission to every employee so that all workers can function together in a cohesive unit with a common, well-understood goal and commitment.

Business leaders must plan effectively for the future and they must be able to communicate these plans to the entire organization. Business plans are critical to the success of any organization and they must not be allowed to sit idle, locked away in an unused cabinet in a dark corner of the business; rather, the business plan must be alive and thriving—a living, changing document that is easily accessible and readily available for all to see. The plans must be discussed periodically and fine-tuned to accommodate the ever-changing needs and challenges of the marketplace.

The art of leadership must be practiced in the company culture in such a way that all members of the organization feel they are truly being led by competent leaders in a direction that will be positive for the organization

in the future. Leaders must leverage and promote the use of effective teamwork in the workplace to accomplish the goals of the business.

Company managers and leaders must also take a progressive approach to promoting a positive overall organizational culture. They must implement explicit structures to facilitate and promote effective communication in the organization, and they must effectively manage and promote the customer relationship in a positive way for the company, and they must have adequate tools in place to mitigate conflict in the workplace.

Accomplishing all of this is a big task to be sure, but it is necessary to succeed in the ever changing, ever-more-complex worldwide marketplace we are now competing in.