



## UNIT-5

### LEADERSHIP AND POWER

#### **Leadership:**

Leadership is the ability to influence, motivate, and guide others towards achieving a common goal. It involves setting a clear vision, inspiring others, and making decisions that drive progress. Leaders can emerge at all levels of an organization and can exhibit various styles and behaviours.

**Functions:** The functions of leadership include providing direction, aligning goals, motivating individuals, resolving conflicts, and fostering innovation. For example, a CEO sets the strategic direction for the company, aligns teams towards common objectives, motivates employees to perform at their best, resolves conflicts among departments, and encourages a culture of innovation.

**Providing direction:** The CEO of the startup, as the leader, sets a clear vision for the app, outlining its purpose, target audience, and unique features. She communicates this vision effectively to the entire team, ensuring everyone understands the direction the company is heading.

**Aligning goals:** Once the vision is established, the CEO works with department heads and team leaders to align individual and team goals with the overall vision of the company. For instance, the marketing team's goal might be to create buzz around the app's launch, while the development team's goal is to ensure the app's functionality and user experience meet the company's standards.

**Motivating individuals:** The CEO understands that developing a new app can be challenging and requires dedication from every team member. She motivates the team by recognizing their hard work, providing constructive feedback, and fostering a positive work environment. Additionally, she may offer incentives such as bonuses or recognition for milestones achieved.

**Resolving conflicts:** Conflicts may arise during the development process, whether it's disagreements between team members or delays in project timelines. As a leader, the CEO addresses these conflicts promptly and impartially, facilitating discussions to find mutually beneficial solutions. For example, if there's a disagreement between the design and development teams regarding the app's interface, the CEO might mediate a discussion to find a compromise that satisfies both parties.



Fostering innovation: Innovation is crucial for the success of the app and the company as a whole. The CEO encourages a culture of innovation by empowering team members to share their ideas, experimenting with new technologies, and taking calculated risks. She allocates resources for research and development, encourages cross-functional collaboration, and celebrates innovative solutions. For instance, she might organize brainstorming sessions where team members can freely express their ideas for improving the app's features or functionality.