



# Concepts for Effective Leaders and Managers

By Leo Sun

Most people are natural followers most of their lives. They wait for instructions and expect leaders to tell them what to do. However, once a follower suddenly becomes a leader, then the perspective changes so quickly that few are able to cope effectively. As a result, the stereotypical horrible bosses emerge out of magnified personality disorders—the bully, the wimp, the mouthpiece, and the psycho. We’ve all seen these with our managers at one point or another. If you find yourself suddenly placed in a management position, what are the basic concepts of management that you should master, if you wish to avoid being labeled as one of the above?

**Lead by Example**

As a manager, you should never expect your subordinates to perform tasks that you are unwilling to do by yourself. If you are asking for your employees to take Saturday shifts, work several Saturdays as well to show that you’re not placing

yourself above them or the company. If upper management hands down mandates that you don’t personally agree with, you should never show your personal dissatisfaction to your staff, which will encourage your subordinates to behave in the same negative manner. Rather, learn to spin negative news to make the glass appear half full rather than half empty. You should realize that all your employees will mirror your attitude and behavior to some degree, as you are the model of “acceptable behavior” in the workplace.

**Be Flawlessly Consistent**

Consistency is key to successful management. As a manager, when you set the rules, they can’t be broken—not even by your top employees or by yourself. Punishing your favorite employees or yourself for rule violations sends a loud, clear message—no one is exempt, and the rules are final.

**Positive Reinforcement**

Enough talk of military style strictness. Positive reinforcement is also a valuable tool in successful management. Ben Franklin famously stated, “Tart



words make no friends; a spoonful of honey will catch more flies than a gallon of vinegar.” While you need to discipline employees for underperforming, you should also reward and compliment them when they impress you. Positive behavior needs nurturing,

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Once you register, you will be sent the link for the webinar. Before you can participate in the women’s contracting program, you must either use the SBA FREE online application or be third-party certified. Both methods require you to use the certify.SBA.gov website. Webinar access information will be forwarded via email.

**Government Contracting 8a Business Development Webinar**  
Thursday, May 21, 2020, 9:00 am–10:30 am  
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Contact: Susan Lourie, 617-565-5590, [susan.lourie@sba.gov](mailto:susan.lourie@sba.gov)  
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The SBA Massachusetts District Office presents a webinar on SBA’s 8(a) Business Development Program. Expand and grow your business by selling your product or service to the federal government. Government agencies reserve contracts for small businesses certified in SBA’s programs. Find out if you are qualified and ready for certification. For more information, go to:

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