



# 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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**You Are Charging the Wrong Price!**  
 Thursday, October 17, 2019, 6:00 pm–8:00 pm  
 Baruch College, 55 Lexington Avenue, Suite 2-140, New York, NY  
 Main Sponsor(s): US Small Business Administration, Baruch College Small Business Development Center  
 Contact: Camilla Fortuna, 646-312-4790, sbdc@baruch.cuny.edu  
 Fee: Free; registration required

Register now for this free seminar presented by Glenn Emanuel, a faculty member of the Baruch College Zicklin School of Business. So, how did you set your prices? “I figured this is what the market will bear.” “Well, my competition is charging X, so I charged X.” “My competitor is charging X, so I undercut them!” “It cost me X to make and I want a profit of Y, so I charge this amount.” All of the methods above have something in common—they are all wrong. All are costing you money left on the table and all are costing you customers. Come to faculty lecturer Glenn Emanuel’s Value Based Pricing seminar and learn in one night how to set prices correctly for now and forever. To register, please contact sbdc@baruch.cuny.edu.

**Boots to Business Reboot**  
 Wednesday, October 23, 2019, 8:00 am–5:00 pm  
 Stratton Air National Guard Base, 109th Airlift Wing B, Dining Room, Scotia, NY  
 Main Sponsor(s): US Small Business Administration, Arsenal Partnership

Contact: Amy Amoroso, 518-326-6328, aamoroso@arsenallpartnership.com  
 Fee: Free; registration required

Boots to Business Reboot is a free two-step training program about entrepreneurship for transitioning service members and their spouses. Participants receive an overview of business ownership as a career vocation, an outline and knowledge on the components of a business plan, a practical exercise in opportunity recognition, and an introduction to available public and private sector resources. Boots to Business is a component of the Department of Defense Transition Assistance Program and is sponsored by the SBA.

**How SBA Can Help You Start or Grow Your Small Business and How to Register Your Business Online**  
 Thursday, November 7, 2019, 9:00 am–10:30 am  
 New Hampshire Secretary of State’s Office, 25 Capital Street, Third Floor, Concord, NH  
 Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division  
 Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov  
 Fee: Free; registration required

Are you looking to start your own small business? Are you a business owner and in need of capital or free advice? Join us in the capital city and hear from a Small Business Administration representative about the technical and financial resources available to help you start and grow your small business. The New Hampshire Secretary of State Corporation Division will walk you through the New Hampshire Quick Start Program for registering a business online. This FREE workshop is held on the first Thursday of every month from 9:00 am to 10:30 am.

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