

# Entrepreneurial leadership

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Leadership aims to cultivate entrepreneurial individuals and teams that fully leverage their creative potential in creating value for an organization. Entrepreneurial leadership does this by employing leadership practices that "develop the ability in employees to self-generate, self-reflect, and self-correct in their workplace".

Entrepreneurial leadership is effectively using the skills associated with successful individual entrepreneurs and applying those within the environment of a larger organization<sup>1</sup> This especially means within an organization where those skills have been lost and replaced with a "corporate" mindset that focuses on process, systems and risk minimization rather than on entrepreneurial behavior.<sup>1</sup>

An entrepreneurial leader will proactively identify opportunities to gain advantage through creativity, innovation and market understanding and then hoi on and the customer.

## Styles of leadership

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Leadership style refers to a leader's behavior. It is the result of the philosophy, personality, and experience of the leader. Rhetoric specialists have also developed models for understanding leadership

### **Participative or democratic style**

The democratic leadership style favors decision-making by the group. Such a leader gives instructions after consulting the group. They can win the cooperation of their group and can motivate them effectively and positively. The decisions of the democratic leader are not unilateral as with the autocrat because they arise from consultation with the group members and participation by them.

## **Autocratic or authoritarian style**

Under the autocratic leadership style, all decision-making powers are centralized in the leader, as with dictators.

Leaders do not entertain any suggestions or initiatives from subordinates. The autocratic management has been successful as it provides strong motivation to the manager. It permits quick decision-making, as only one person decides for the whole group and keeps each decision to him/herself until he/she feels it needs to be shared with the rest of the group.