



## Terms and Definitions

### Module 12

**Authoritarian leadership style** - the strictest style where the leader tells their employees what to accomplish and precisely how to do it without seeking any input from them

**Company image** - the vibe the public feels from the business; shaped by logos, advertisements, store layout, packaging, business cards, publicity, customer relations, employee uniforms, anything and everything that you can think of that comes from your company

**Controlling** - the continuous process of comparing expectations to actual performance and taking corrective action if the performance does not meet expectations

**Delegating leadership style** - the most lenient style where the leader gives their employees free rein over what needs to be done and how it should be accomplished

**Democratic leadership style** - a slightly more lenient style where the leader seeks input from their employees about what needs to be done and how it should be accomplished but has the final say over what is decided

**Directing** - using interpersonal skills to achieve team building

**Interpersonal skills** - the set of skills (listening, maintaining a positive attitude, being respectful and polite) you use when you communicate with others; also known as “people skills”

**Line-and-staff organization** - a type of line organization structure where there are spaces for staff members that support or assist line personnel without necessarily being under their command

**Line organization** - the simplest organizational structure; a direct line of command from the uppermost levels to the bottom levels

**Management** - what an entrepreneur does to their resources (money, facilities, equipment, technology, materials, and employees), ensuring that they are used effectively and coordinated together to achieve the goals of the business

**Operational plan** - detailed plans for everyday actions needed to complete the tactical plan, and in turn the strategic plan; these plans cover the span of days, weeks, or at most months, and are made by low-level managers who have a feel for what can be accomplished by their specific employees

**Organizational structure** - the system used for ranking authority and assigning responsibility for groups of people within a company

**Organizing** - the continuous process of linking the correct people and resources together to achieve the goal

**Planning** - when the manager decides the goal and creates a systematic process for how best to accomplish it; there are three types (strategic, tactical, operational)

**Project organization** - a type of structural organization where the members of the project work as a team with specialized duties to complete a goal

**Quality control program** - a program specifically made for ensuring that a company's goods meet a given set of standards

**Strategic plan** - very general plans for goals three to five years into the future and are usually formulated by a top-level manager that has the "big picture" in mind

**Tactical plan** - more specific plans for goals of a year or less and are formulated by mid-level managers; they should outline the major steps in completing a strategic plan and have target dates for completing these steps

**Team building** - motivating employees to work together to complete a goal

**Workplace climate** - the vibe the employees feel from the business they work at, it is shaped by the attitudes of themselves and of other employees- these attitudes are influenced by things like interpersonal relationships, pay, and job security