

# **BA291: Introduction to Business**

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**Class #3**

**“The secret to winning is constant,  
consistent management.”**

**-Tom Landry**

# Attendance



NO TEXTBOOK ZONE

**CHANG-MAN**

**The ending?**

**The moral of the story?**



**Management?**

## Management has four major functions

1. Planning – setting goals and deciding how to achieve them
2. Organizing – arranging tasks, people, and other resources to accomplish the work
3. Leading – motivating, directing, and influencing people to work hard to achieve the organization's goals
4. Controlling – monitoring performance, comparing it with goals, and taking corrective action as needed

# Take a look at these words

Fun

Chaotic

Exciting

Challenging

Fierce

Rewarding

Unpredictable

Stressful

Interesting

Exhausting

Amazing

Annoying

Awesome

Engaging

Prestigious

Embarrassing

Lonely

Busy

Fulfilling

Triumphant

Energizing

**Real world advice that  
really works...**

-If you  
can't  
manage  
yourself...



-Before  
you  
demand  
things  
from  
others...

-In everyday life, who is your role model?



-In the workplace, who should be the role model?



-Owners and managers at all levels of the organization should strive to be role models.

-Influence often begins at the top and flows downward.

-Never forget the power of influence and the ability it has to change things.

1. What's a resource?

2. What are some examples of resources?



-Who or what should be the most important resource in an organization?



-I've hired you, now  
what?

-Full potential?



# Empowerment

- The trust of hiring?
- Workers should be treated as assets.
- The corporation should be considered a human community; harmony.

**-What is the easiest  
and cheapest way to  
reward and inspire  
employees?**

-

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-Positive reinforcement

-Don't let good people/work go unnoticed!

-Feedback from my South Korean business students? How does it manifest?

-NEVER BE  
DISINGENUOUS!

-It will backfire.



# Key takeaways

-You want people to work *for* you, not *against* you.

-What's even better than people working *for* you?

-Managers get things done through the efforts of others!

**“Whatever action a great man performs, common men follow. And whatever standards he sets by exemplary acts, all the world pursues.”**

**-Bhagavad Gita**

Your definition?

-Give us some  
examples!

An orange rectangular box with a thin white border, containing the text "What is LEADERSHIP?".

What is  
**LEADERSHIP?**

# **Leadership Defined**

-Would you be proud  
to follow you?

What is  
**LEADERSHIP?**

-Are some people  
born great leaders?

What is  
**LEADERSHIP?**

# **Leadership vs. Management**

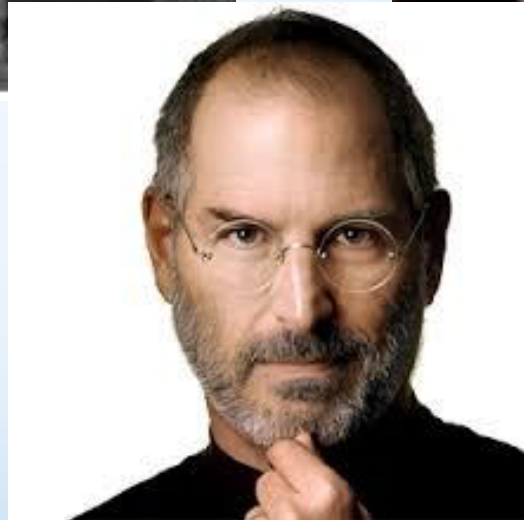
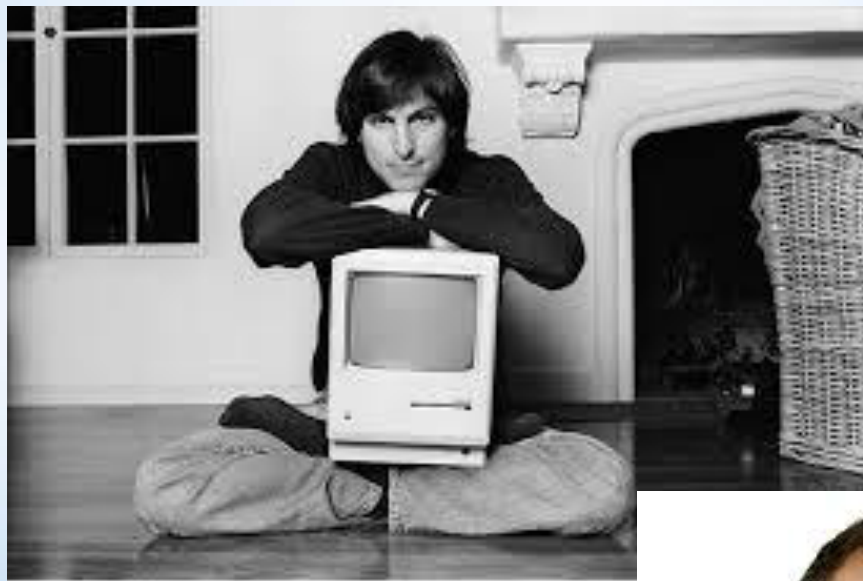
**Can you be a decent  
leader but a bad  
manager?**

**Can you be a decent  
manager but a bad  
leader?**

# **Examples of Leaders and Leadership**









Herb Kelleher

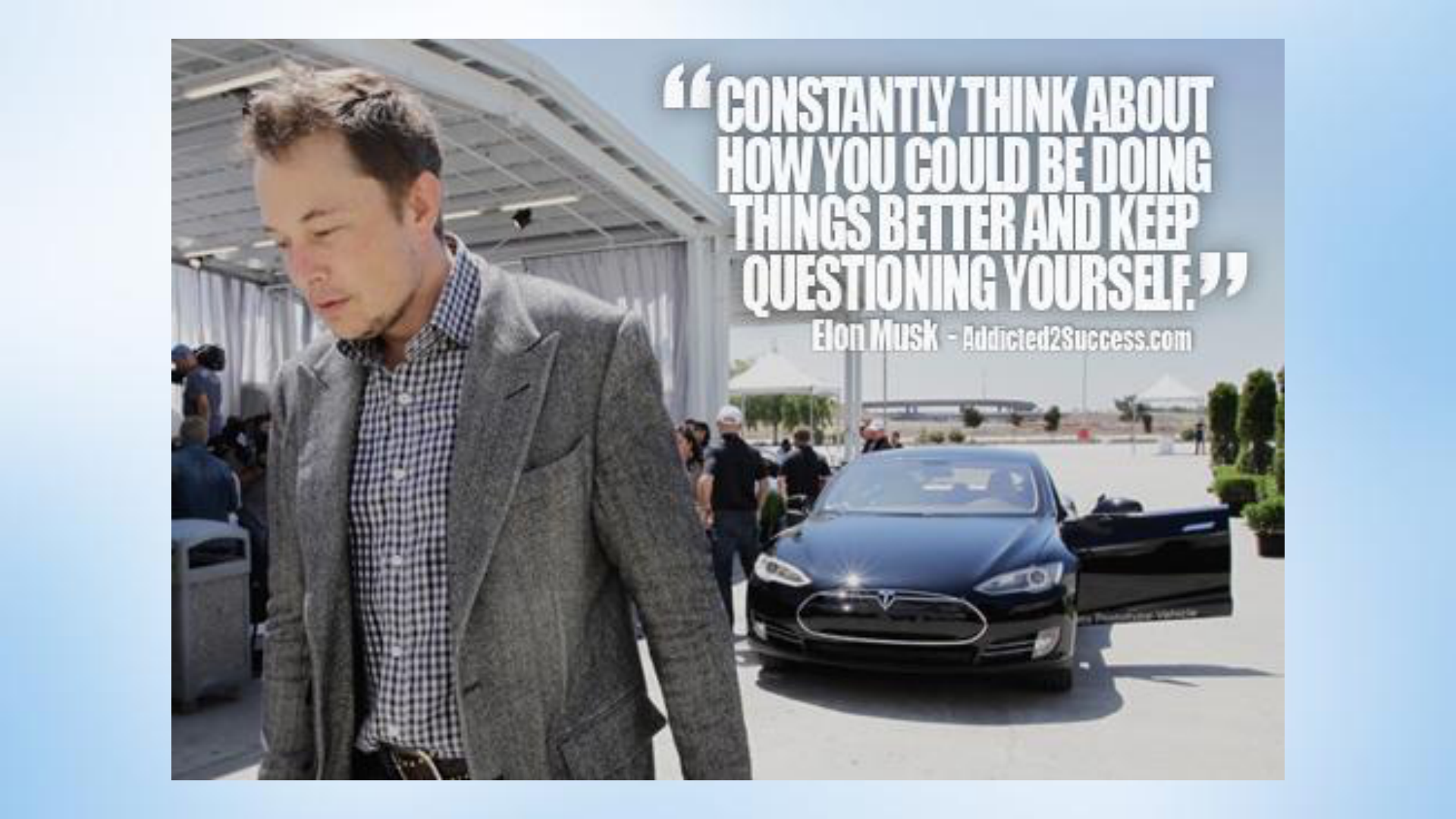


"Respect People for Who They Are"



Names?



A photograph of Elon Musk walking past a dark blue Tesla Model S at an outdoor event. He is wearing a grey blazer over a checkered shirt. The car's driver-side door is open. In the background, there are other people and a white tent under a clear sky.

**“CONSTANTLY THINK ABOUT  
HOW YOU COULD BE DOING  
THINGS BETTER AND KEEP  
QUESTIONING YOURSELF.”**

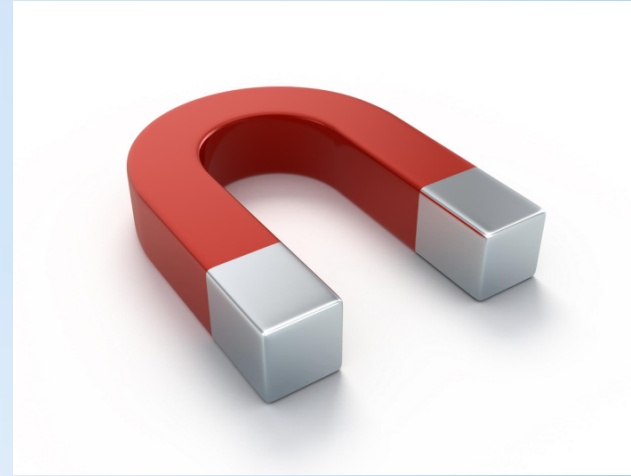
**Elon Musk** - [Addicted2Success.com](http://Addicted2Success.com)



-The power that some leaders have to attract the best and brightest employees?

-Their reputations precede them.

-They are the kind of people others want to work for.



# Tough love?

**Videos: *The Angry Bill Gates*  
vs. Herb Kelleher**

<https://www.youtube.com/watch?v=QzftbBq42i8>

The unexpected leader...

**James**

-What do great  
leaders have  
in common?



What if you think that you don't have it?

**Danny**

-“The world's largest package delivery company and one of the leading global providers of specialized transportation and logistics services”

**Revenue (2016)**

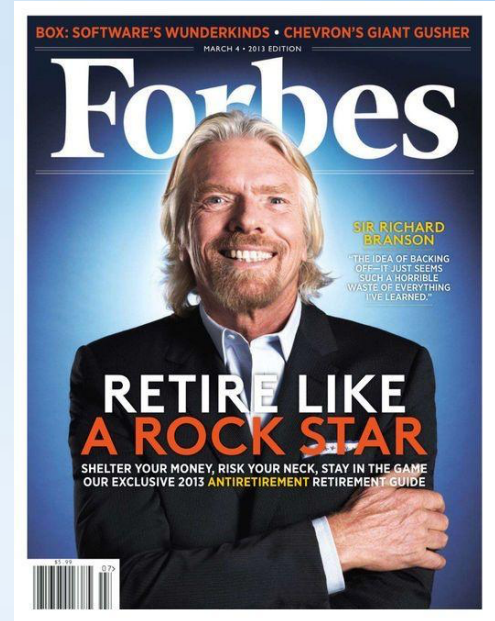
\$60.91 billion

**Employees (2016)**

434,000 worldwide



-A famous example...



-Suffered from dyslexia as a child and was not widely regarded as charismatic!

-“Whenever something goes wrong or you find yourself at a disadvantage, often the best way to handle it is to turn a negative into a positive. I learned this early on as I struggled with dyslexia, a learning disability that affects reading comprehension.”

-Focused his positive energy on business

- Founder of Virgin Group (comprises more than 400 companies)
- Travel, entertainment and lifestyle, financial services, transport, health care, food and drink, media and telecommunications...
- Net worth of \$5.0 billion (Forbes)

# My advice on how to be more charismatic

- Don't worry if you don't think that you have charisma. You do, you just need to find it and awaken it.
- Find charismatic people to be your inspiration.
- Light up the room!

# Leadership by example?

Here's a better  
way to do it...



# Again...

-It is being all of the things that you demand from other people; not just in how you think, but also in how you behave!

That's the secret to being a great leader.

# **Respect vs. Fear**

WELCOME



# **The Often Ignored Importance of Followership**



**Activity:**  
**The Leadership List**

**This session was dedicated to  
you.**

**I hope that you become a better  
manager and leader than me.**

**Q&A!**

**Until next time...**

