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Manager vs Leader:

Bridging the gap

A photograph of a man with a beard, wearing a dark green t-shirt, sitting at a desk and smiling while working on a laptop. A cup of coffee is on the desk in front of him. The background shows a bright, modern office space with plants and a window.

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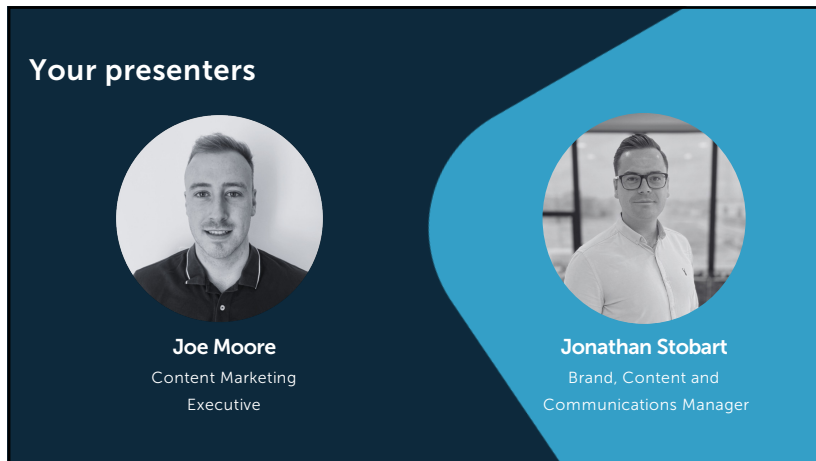


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Your presenters

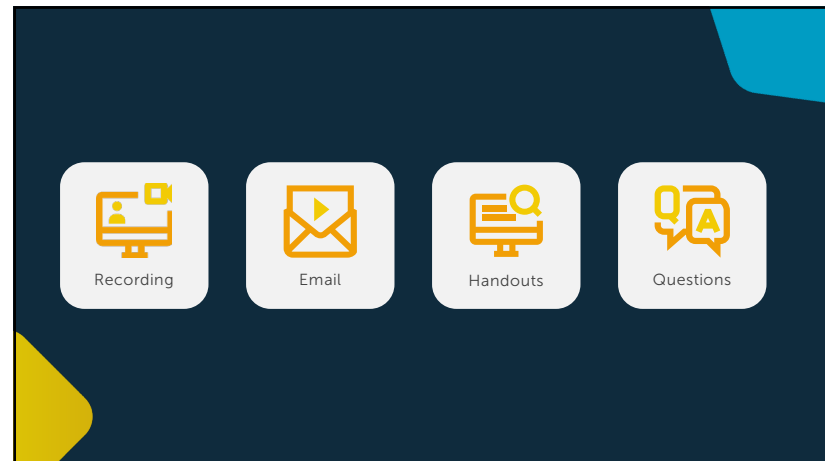



Joe Moore
Content Marketing Executive





Jonathan Stobart
Brand, Content and Communications Manager


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Recording
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Email
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Handouts
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Questions

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Agenda

1. Definition of leadership
2. Differences between being a 'Manager' and a 'Leader'
3. Factors to consider when managing employees and tips to drive motivation and inspiration
4. Best practices for navigating task delegation
5. Questions & answers

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What is leadership?

- Leadership involves strategically guiding individuals towards a shared objective, while embodying qualities like integrity, empathy, and decisiveness to foster collaboration and growth
- Effective leadership goes beyond giving orders; it inspires and empowers others, akin to a conductor harmonizing diverse talents to create a masterpiece



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Manager vs Leader: Key differences

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- Managers focus on tasks and processes, ensuring efficiency and productivity through planning, organising and executing predetermined tasks
- Managers prioritise stability and order, relying on authority to direct and supervise their team in achieving goals
- Leaders are visionaries who inspire change, empower their team, and foster collaboration to drive innovation and growth, embracing ambiguity and influencing others through persuasion and mentorship



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- › Managers excel in efficiently executing tasks and processes, while leaders excel in inspiring and empowering others to drive organisational change
- › Both roles are essential for success, as managers ensure operational efficiency while leaders promote inspiration and motivation, highlighting the importance of collaboration between the two



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Key characteristics of a leader

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Communication skills

- › Leaders need strong communication skills to convey visions clearly, foster trust, and engage their teams
- › Effective communication involves both delivering engaging messages and actively listening to feedback
- › Strong communication motivates teams, build relationships, and navigate challenges effectively, guiding them towards success



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Emotional intelligence



- › Emotional intelligence is vital for leaders to manage emotions effectively, fostering positive relationships and resilience
- › Leaders with high emotional intelligence empathise with their team, enhancing communication and handling stress with composure
- › This fosters a culture of empathy and resilience, driving organisational success and supporting employee well-being



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Adaptability & resilience



- › Adaptability and resilience are indispensable traits for effective leadership in today's fast-paced business landscape
- › Leaders who adapt quickly to change inspire confidence and trust by adjusting strategies and bouncing back from setbacks
- › Their ability to navigate uncertainty and foster innovation contributes to long-term success and sustainability

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Visionary thinking

- › Visionary leaders anticipate future trends, inspire innovation, and align teams towards common goals
- › Their ability to articulate a compelling vision fosters creativity, risk-taking, and long-term success within the organisation

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Decision-making abilities

- › Leadership relies on effective decision-making, essential for navigating challenges and inspiring confidence
- › Decisive leaders assess situations swiftly, prioritise initiatives, and adapt to changing circumstances
- › They foster accountability and continuous improvement, steering teams towards success with clarity and conviction






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How does Bright make decisions?

3 considerations:

- › The urgency of which the decision needs to be made
- › What data do we need to make an informed decision
- › And do we have that data available?

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Factors to consider when managing employees

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Connecting with team members

- > Leaders must connect with team members to boost morale and productivity
- > Understanding personal goals and investing in growth fosters continuous improvement
- > Empathy and support create a positive work environment, driving team success



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Key performance indicators (KPIs)

- > KPIs provide direction and purpose, guiding employees towards common goals aligned with the organisation's vision
- > They drive motivation, productivity, and job satisfaction by giving employees clear objectives to strive for
- > Regular performance evaluation based on KPIs allows for timely interventions and adjustments to ensure goal attainment



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Personal development

- > Personal development fosters adaptability through training and skill enhancement, improving workforce skills and competitiveness
- > It boosts morale, engagement, and teamwork, driving productivity and success
- > Developing talent internally strengthens succession planning, promotes retention, and enables organisational growth



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Outlining the journey

- › Outlining the company's goals provides clarity, aligning efforts and fostering commitment among team members
- › It enables effective resource allocation and decision-making, driving progress towards desired outcomes
- › Promoting accountability and transparency, it facilitates a culture of ownership and contributes to long-term success




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Internal communication

- › Internal communication fosters trust, transparency, and alignment, reducing conflicts and driving innovation
- › It ensures understanding of company goals, expectations, and facilitates feedback and collaboration
- › Prioritising clear communication creates an engaged workforce, improving performance and sustaining success




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Staff survey

- › Staff surveys offer valuable insights into satisfaction and engagement, fostering trust and transparency
- › They drive proactive improvements and strategic decision-making based on employee feedback
- › Prioritising staff input creates an inclusive culture, fostering continuous improvement for growth






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Quick poll:

How often do you use staff surveys?

- › I complete 2 or more per year
- › I complete an annual staff survey
- › I don't usually conduct staff surveys, but have done in the past
- › I've never completed a staff survey

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Tips to drive employee motivation and inspiration

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Motivation vs inspiration

- › Motivated and inspired employees drive engagement, productivity, and innovation
- › They demonstrate initiative, align with organisational goals, and foster continuous improvement
- › Prioritising motivation cultivates a high-performing workforce for sustained success



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Vision/mission statements & brand values

- › Compelling vision and mission statements inspire employees towards common goals
- › Brand values guide expected behaviours, fostering pride and higher engagement
- › Alignment with these elements drives organisational success and purposeful work

Tip #1



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- › Vision, mission, and brand values attract and retain talent aligned with organisational beliefs and aspirations
- › Employees motivated by shared vision and values are more engaged, committed, and productive, driving organisational success



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Recognise & reward

- › Recognition and rewards motivate employees to excel and feel valued
- › They create fairness and trust within the organisation, enhancing satisfaction and loyalty
- › Different forms of rewards encourage healthy competition, driving overall performance and productivity while reducing turnover costs

Tip #2



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Innovation & creativity

- › Cultivating innovation and creativity sparks breakthroughs and competitive advantage
- › It empowers employees to experiment, contributing unique perspectives and problem-solving skills
- › A culture of innovation attracts top talent, fosters adaptability, and drives continuous improvement

Tip #3



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Involve the team in decisions

- › Involving the team in decision-making fosters value, empowerment, and commitment
- › It enhances trust, collaboration, and open communication within the team
- › Leveraging diverse perspectives leads to better outcomes and sparks creativity and innovation

Tip #4



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Navigating delegation: Best practices

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Delegation for the right reasons




- > Delegation should align strategic objectives, not merely unload tasks
- > Assigning tasks based on team strengths ensures proficiency and goal alignment
- > Proper delegation optimises resource allocation, increasing profitability and productivity




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Clarity of instructions




- > Clear instructions prevent misunderstandings and ensure task accuracy
- > Explicit articulation of expectations and deadlines enhances task efficiency
- > Gradual delegation process, from observation to independent execution, facilitates learning and mastery




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Selecting the right employee




- > Selecting the right employee involves considering skills, experience, workload, and enthusiasm
- > Assigning tasks to aligned strengths fosters better results and team confidence
- > Delegation serves as a training tool, providing opportunities for upskilling and gaining experience




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Resources & support



- > Provide necessary resources, tools, and support for successful delegation
- > Equipping employees fosters a conducive environment for growth and development




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Accountability and feedback



- Establish clear accountability and hold individuals responsible for delegated tasks
- Regular check-ins and constructive feedback foster a culture of continuous improvement



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Encourage autonomy & ownership



- Encourage autonomy and ownership to cultivate accountability and initiative
- Granting autonomy boosts morale, stimulates creativity, and drives organisational growth



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Upcoming webinar:

How to achieve practice success without long hours or undervaluation

Thursday 2nd May, 11:00 am



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Quick summary



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Question
& Answers



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A slide with a dark blue background. The top left has a yellow shape, and the top right has a light blue shape. The Bright logo and tagline are at the top. Below is the text 'Accountancy, tax, payroll and practice management software'. At the bottom are six product logos: BrightPay, BrightManager, BrightTax, BrightPropose, BrightAccountsProduction, BrightBooks, and BrightCoSec.

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