

## **THE DIFFERENCE BETWEEN THE CONCEPTS OF A LEADER AND A MANAGER**

The success of every company depends on the person who manages not only production processes but also human minds.

Speaking about a head of the company, there are always two terms: a leader and a manager, which are not the same. A manager is a person who distributes work and is responsible for its results which can be different.

But there is also a place among managers for leaders who influence the team and act as levers for it, accelerating the achievement of the company's goals [1, c. 63].

Thus, a manager is a position that allows a person to make their subordinates do their job as efficiently as possible and reach the company's goal. The main manager's functions are:

- direction and control of work and company resources;
- providing recruitment, maintaining the required number of well-motivated and developed personnel to ensure the achievement of missions and objectives;
- track progress in the implementation of plans to ensure that the company achieves its goals as cost-effective and efficient as possible;
- develop and maintain a research program to ensure that the company stays advanced in the industry [2, c. 74].

The manager is a member of the organization responsible for performing the above mentioned functions. But the question arises whether all managers are leaders?

Most managers tend to be leaders, but only when they perform leadership responsibilities, which include communication, motivation, inspiration and guidance, as well as encouraging employees to rise to a higher level of productivity [3, c.58-60].

Unfortunately, not all managers are leaders. Some managers have poor leadership qualities and employees carry out the orders of their chiefs because they are obliged to do so, not because they are influenced or not inspired by the manager.

Manager's responsibilities are usually a formal part of a job description. The managers carry responsibility not only for their actions, but also for the actions of their subordinates.

The main difference between a manager and a leader is that leaders do not necessarily occupy managerial position. Anyone can be a leader, even if such a person is not an authoritative figure in an organization.

The leader personally invests in tasks and projects and demonstrates a high level of passion for work. Leaders are very interested in the success of their followers, allowing them to achieve their goals (not necessarily organizations goals).

A leader does not always have material or formal power over his followers.

Subordinates of the manager are obliged to carry out orders, while the following is optional when it comes to leadership. Leadership works on the basis of inspiration and trust among employees and those who want to imitate their leader, can stop at any time.

As a rule, leaders are people who perceive changes, who are agile, creative and adaptive.

A striking example of a leader who has grown into the manager is Tim Cook, CEO of the United States Apple Corporation. In 2004, Tim Cook assisted Steve Jobs (the founder) in running the company, when the founder was being treated for cancer, and in 2007 Tim was appointed the chief operating officer. After Steve's death in 2011 Cook became CEO.

For most people, replacing a successful manager like Jobs was impossible, but Tim Cook, who knew the company perfectly, could continue Steve's business. The current CEO Apple already had the necessary experience to run the corporation and handle the responsibilities tremendously effectively. And in the absence of Steve Jobs, Cook was CEO and in charge of all day-to-day management operations. He isn't like Steve, but he has all the qualities of a leader, first and foremost, professionalism to achieve further goals of the organization. Today, the company is in the top 5 most expensive companies in the world, thanks to Tim Cook. And Steve Jobs remains an inspiring leader as other corporations discover new things and think differently.

Thus, the difference between a leader and manager is that the manager is an administrator, who has a clear plan, responsibilities and the system he oversees, while a leader is a person-innovator who inspires the team and encourages and generates new ideas. You need to understand when to suspend your external supervisor and to open an internal leader, because working with a team requires transformation, adaptation and enthusiasm.

## **REFERENCES**

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