



รหัสวิชา MTM3202 การสร้างเครือข่ายทางธุรกิจ
Business Network Buildings

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Power: The Key to Leadership

★ Legitimate Power

↳ The authority that a manager has by virtue of his or her position in an organizational hierarchy

★ Reward Power

↳ The ability of a manager to give or withhold tangible and intangible rewards



Power: The Key to Leadership

★ **Coercive Power**

↳ The ability of a manager to punish others

★ **Expert Power**

↳ Power that is based on special knowledge, skills, and expertise that a leader possesses

Power: The Key to Leadership

★ Referent Power

↳ Power that comes from subordinates' and coworkers' respect, admiration, and loyalty.

Empowerment: An Ingredient in Modern Management

★ Empowerment

↳ the process of giving employees at all levels the authority to make decisions, be responsible for their outcomes, improve quality, and cut costs

Empowerment: An Ingredient in Modern Management

Empowerment:

- ✦ Increases a manager's ability to **get things done**
- ✦ Increases workers' involvement, motivation, and **commitment**
- ✦ Gives managers more time to concentrate on their **pressing concerns**

Leadership Models

★ Trait Model

- ↳ Focused on identifying personal characteristics that cause effective leadership.
- ↳ Many “traits” are the result of skills and knowledge and effective leaders do not necessarily possess all of these traits.

Question?

Which leadership model identifies the two basic types of behavior that many leaders engaged in to influence their subordinates?

- A. Fiedler
- B. Path-Goal
- C. Behavioral
- D. Trait