

Manage Better by Leading Well

Managers must lead. Leaders must manage.



As Manager:

- **Set** clear expectations
- **Delegate** authority and responsibilities
- **Keep** projects on time and within budget

As Leader:

- **Challenge** convention
- **Radiate** optimism
- **Inspire** others to do their best

As Manager and Leader:

- **Communicate** for understanding
- **Coach** for success
- **Measure** for results