

Research on Entrepreneurial Leadership Training Strategy

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Abstract: In the important stage of high-quality development of enterprises, the value and role of entrepreneurial leadership become increasingly prominent. Good leadership can prompt entrepreneurs to lead employees and enterprises to achieve harmonious and high quality development, thus could help enterprises to gain a foothold and a place in the fierce market competition. Based on the above, this article explored the entrepreneurial leadership with “stability as the top priority, seeking progress while maintaining stability” as the general tone, helping enterprises in the critical period through the severe test of survival and development as the aim and continuously enhancing the core competitiveness and comprehensive strength of enterprises as the mission. And found some entrepreneurs still have problems in leadership style, emotion control, resource allocation and strategy design at present. Therefore, based on the problems, this article puts forward the training strategy of entrepreneurial leadership, intending to effectively improve the level of entrepreneurial leadership and promoting the continuous development and growth of enterprises.

Keywords: Entrepreneurship leadership; Core competitiveness

Great times create entrepreneurs, and great entrepreneurs promote social progress. “Leadership” plays an indispensable role in the process of entrepreneurs leading the development of their own enterprises and promoting social progress. Though strong leadership is the mark of a powerful enterprise, but strong leadership is often a resource that is in short supply. Therefore, in the context of deepening the reform of the economic system, entrepreneurs should focus on improving their own healthy and advanced leadership, guiding employees to suppress their thoughts, and striving to achieve the goal of corporate profits and sustainable development, so as to lay the foundation for the healthy and sustainable development of enterprises.

1. The importance of entrepreneurial leadership training

Entrepreneurial leadership has a direct impact on the enthusiasm and initiative of employees to create value. Good leadership can not only encourage entrepreneurs to use their own courage, knowledge and vision to inspire and influence others, and then achieve the ultimate goal of the enterprise, but also freely deal with the variables, challenges and uncertainties in the environment, and deal with different interest groups in the market.

1.1 Form strong market competitiveness

If entrepreneurs have good leadership, they can play a good leading and motivating role for employees, and then form a strong fighting force and cohesion within the enterprise, laying a good foundation for the long-term development of the enterprise. At the same time, with the support of leadership, the distance between enterprises and employees can be effectively reduced, which can promote employees to have a strong sense of belonging, responsibility and happiness to the enterprise, and then make greater efforts for the development of the enterprise.

1.2 Promoting high-quality development of enterprises

Under the background of rapid economic and social development, enterprises need to face greater market competition. If entrepreneurs have good leadership, they can lead employees to resist the “attack” brought by the market. For example, in the face of harsh business environment and huge survival pressure, entrepreneurs can use leadership to constantly inspire employees’ confidence which could make them to have the hardworking and enterprising spirit; In the face of increasingly complex business environment,

entrepreneurs can rely on leadership to make scientific, reasonable and objective decisions based on objective laws and actual development needs to ensure the normal operation of enterprises.

2. The problems of entrepreneurial leadership in the new era

2.1 Problems existed with leadership style ---Hindering the normal development of enterprises

Although most companies are “employee-oriented”, it is very common to “become a mere formality”, That is, most entrepreneurs still communicate with employees mainly in an imperative manner. Although this can improve the work efficiency of employees to a certain extent, it is easy to lead to employees’ dependence on entrepreneurs, which is not conducive to the realization of their own value, nor to the realization of long-term sustainable development of enterprises.

2.2 Problems existed with emotion control-- Affecting the working atmosphere

In the key stage of high-quality development of enterprises, entrepreneurs usually face great pressure in terms of management difficulty and intensity, which will cause the entrepreneurs inadvertently conveying negative emotions to employees when communicating, easily forming a low pressure inside the enterprise and affecting the work quality and efficiency of employees.

2.3 Problems existed with resource allocation--- affecting efficiency of resource utilization

For enterprises, resource allocation has always been a problem that needs to be focused on. Reasonable allocation of resources can promote the smooth development of various economic activities. On the contrary, if the allocation of resources is not reasonable, certain disputes will be generated. At present, some entrepreneurs still prefer to allocate resources based on their past experience, which is divorced from the actual development of enterprises and leads to unreasonable and untimely resource allocation, hindering the development of enterprises.

2.4 Problems existed with strategy design—affecting improvement of core competitiveness

Some entrepreneurs do not have a strategic perspective when formulating development goals and development plans for their enterprises. They mostly start from the present, generating unscientific and improper strategic design which is not conducive to the improvement of the core competitiveness of enterprises, but also not conducive to the emergence and standing out of enterprises themselves in the crowd, and limits the development of enterprise brand power.

3. The training strategy of entrepreneur leadership in the new era

3.1 Leadership style development strategy

Under the new situation, entrepreneurs should give full play to their own subjective initiative, constantly improve their own leadership style, in order to effectively enhance their own leadership.

Entrepreneurs should stick to the mass line. Leadership art is, after all, the art of doing mass work. Only based on employees, the decisions made by entrepreneurs can be understood, accepted by employees and then implemented. Based on this, enterprises should actively use the leadership style of “one key opens one lock”, and carry out work according to place, time, event and person, so as to ensure that employees can feel respected and valued, which is more conducive to stimulate the internal motivation of employees in work. For example, in the face of grass-roots employees, entrepreneurs can lead them in a guidance way to help them gradually adapt to the position; In the face of middle managers, entrepreneurs can discuss proposals with them for a certain project and put these into action with this basis, which can better demonstrate the “people-oriented” management concept, and at the same time, enable middle managers to work harder and more enterprising. In addition, by going deep into the masses, entrepreneurs can fully understand the work characteristics of each employee, thereby assign tasks that are more suitable for their abilities and can stimulate their potential, so that they can be gradually improved.

Enterprises should “insist do’s and don’s”. For leadership style, “inaction” and “action” are not in opposition, but in unity. Good use of “inaction” and “action” can let entrepreneurs master the essence of leadership, and then constantly improve and optimize their own leadership style. In short, entrepreneurs should fully realize that inaction is for better action. In daily management, they should let go of things that should not be managed, and concentrate on firmly managing things that should be managed. This can not only effectively avoid confusing the primary and secondary issues which do all tasks at a time, but also enable employees to fully demonstrate their own value, and continuously increase their work experience and improve their work ability.

3.2 Emotional control is not only the embodiment of entrepreneur leadership, but also an important part of leadership. Entrepreneurs actively controlling their emotions can better face the pressure brought by the economic market, and form a relaxed and pleasant working atmosphere inside the enterprise, which

is of positive significance for the rapid development of the enterprise.

Learn to “internalize” your emotions. Good emotional control is an important part of becoming an intelligent manager. Compared with other people in the enterprise, entrepreneurs bear more responsibilities, so they will inevitably face greater pressure of “survival”. Based on this situation, entrepreneurs should learn to “internalize” their emotions, learn to cultivate themselves, and truly achieve “good winner, good loser”. If entrepreneurs often put emotions on the face and make employees work nervously with looking at unpleasant look in the harsh eyes every day, in that way, employees will certainly create great work pressure, and then choose to quit. This is not conducive to the retaining of outstanding talents, resulting in the absence of personnel and intelligence support in the process of enterprise development, so the enterprise is blocked on the road of development.

Learn to think backwards. As an excellent entrepreneur, who should not only pass on negative emotions to employees, but also should actively seek solutions to problems instead of blindly blaming employees for their incompetence, which make employees lose their enthusiasm and positivity in the process of work. Therefore, entrepreneurs should learn to think backwards. For example, when employees say they are not capable, entrepreneurs should offer them strength, cheer them up, give them encouragement, and grant them enough confidence to make them think positively when completing tasks. Meanwhile, when employees think that their performance is very good and there is absolutely no negative issues, the entrepreneur should give them a little “blow” to make them have a sense of “thinking of danger in times of safety”, and help them learn to be modest and prudent. This can not only effectively improve the immune capacity of employees, but also enable employees to rise up in “adversity” and become strong in “prosperity”, which is conducive to the collaborative development of enterprises and employees.

Learn to create mystery. Entrepreneurs should not only maintain a good relationship with employees, but also ensure that they cannot be seen through by employees, that is, “distance creates beauty”. Entrepreneurs and employees not only have different responsibilities, but also are at different heights, looking at problems from different perspectives. Therefore, entrepreneurs do not need to discuss and communicate with employees about the things for entrepreneurs to think about. At the same time, keeping a certain distance with employees can also make employees not easily perceive their emotions, accordingly implement more effective management of employees.

3.3 Resource allocation training strategy

The resource allocation of enterprises is a way to control the cost and carry out scientific management. In the context of increasingly fierce market competition, entrepreneurs should effectively improve their own resources allocation ability, in order to ultimately achieve the purpose of improving their own leadership.

① Allocation of human resources. Depending on the reasonable allocation of human resources, entrepreneurs can arrange all kinds of employees who meet the needs of enterprise development into appropriate positions timely and moderately, thereby ensure that every employee can give full play to his/her rule and provide impetus for the development of the enterprise. Therefore, entrepreneurs should continuously improve their human resource allocation ability from the following three aspects. First of all, entrepreneurs should set reasonable, scientific and clear goals according to the actual development needs of enterprises, in case of a large amount of manpower waste and low work efficiency. For example, entrepreneurs can set the number of job vacancies to be completed in the near term and long term, and based on this, arrange the work scientifically to achieve the number of job vacancies. Secondly, entrepreneurs should work together with HR to develop a perfect human resources management system, so as to improve the level of human resources management and improve work efficiency. It should be noted that when formulating the human resource management system, the concept of “win-win” should be incorporated into it to ensure that the enterprise can obtain good economic benefits and ensure that the employees can obtain certain economic benefits through their own efforts. With the help of perfect human resource management system, entrepreneurs’ human resource management ability can be effectively improved. Finally, entrepreneurs should actively implement the activity of “afternoon tea talks”. Understanding employees is one of the effective measures to ensure the rational allocation of human resources. By further communicating with employees, entrepreneurs can understand the characteristics of each employee, which can lead to more targeted assignments.

② Allocation of material resources. Reasonable allocation of material resources can effectively reduce the development cost of enterprises, win more funds for enterprises, and ensure the smooth development of business activities. Therefore, entrepreneurs should focus on improving their ability to allocate material resources. First of all, entrepreneurs should define the objectives of their activities. For the development of enterprises, scarcity of resources is a normal state. Therefore, when allocating material resources, entrepreneurs should make clear the scarcity of resources and activity objectives, and scientifically allocate existing resources on this basis. Secondly, entrepreneurs should comprehensively integrate resources, organize and coordinate the resources of all parts

according to the priority and key value of activities, which not only ensures the smooth development of economic activities, but also ensures the orderly promotion of key economic activities. Finally, entrepreneurs should do a good job in budgeting, realize the overall control of resources. Specifically, entrepreneurs should follow the principle of “leave some leeway”, according to the target of the activity and the actual development of the enterprise to make scientifically allocation of resources on the basis of reservations, in order to effectively deal with a series of emergencies that may occur in the activity. Starting from improving the ability of material resource allocation, entrepreneurs can improve their own leadership gradually.

3.4 Strategic design training strategy

With excellent strategic design, entrepreneurs can narrow the gap between their own enterprises and other enterprises, or make enterprises achieve better, so entrepreneurs should strengthen the cultivation of their own strategic design ability.

Regarding the problem solving as a source of insight. There will be problems inevitably in the process of enterprise development. At this time, entrepreneurs should take problems as the foothold and entry point, further clarify their own development status, understand the gap between themselves and other enterprises, and take corresponding measures to improve. In fact, the process of understanding, analyzing and solving problems creates good opportunities for the cultivation and improvement of entrepreneurial insight. At the same time, entrepreneurs make strategic thinking through the problems presented in the process of enterprise development, which can promote the strategic design to be more forward-looking, and guide the enterprise to push steadily forward in the market, which is conducive to the enterprise to constantly break through itself and develop its own brand power.

Scientifically frame the strategic gaps that need to be fulfilled. In the context of rapid social development and high-quality transformation and development of enterprises, entrepreneurs should be able to identify the gaps that need to be filled, and on this basis, flexibly find distinctive solutions, and adjust the solutions according to the actual development needs of enterprises to ensure that enterprises have multiple paths forward and will not collide with other enterprises on the road of development. Through continuous thinking, entrepreneurs can continuously improve the ability of strategic design.

Turn the strategy into action. Strategy needs to be empowered with action. If the strategy only exists on paper or PPT, such strategy will be a failure and meaningless, which will not play any positive role in the development of the enterprise. The entrepreneur can clearly see the progress of the enterprise by putting forward the strategy, implementing the strategy, and responding to strategy with action, which not only enables the enterprise to make continuous progress, but also enables the entrepreneur to gain confidence in the strategic planning, in turn continuously develop his strategic planning ability, and finally achieve the purpose of improving his leadership.

Conclusion:

Leadership is to business what oxygen is to breathing. As the leaders of enterprises, entrepreneurs should give full play to their own subjective initiative and constantly improve their leadership from various aspects to cultivate excellent employees and lead them to promote high-quality development of enterprises.

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