

Research on the Strategy of Private Entrepreneurs' Leadership Training and Promotion

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Abstract: Since the reform and opening-up, China's economy has developed rapidly and private enterprises have mushroomed, which has injected new vitality into the development of China's socialist market economy and greatly improved the market competitiveness of private enterprises in China. The competitiveness of private enterprises is influenced by many factors, and the leadership of private entrepreneurs is closely linked with it. This paper discusses how to cultivate and improve the leadership ability of private entrepreneurs.

Keywords: Private Entrepreneurs; Leadership; Promotion

Introduction

With the acceleration of global economic integration, private enterprises are seeking their way of development for long-term development. Among many factors that affect the development of private enterprises, the leading role of private entrepreneurs has increasingly become the focus of people's attention and research. This paper holds that there are still many problems in the process of cultivating and improving the leadership ability of private entrepreneurs. For example, private entrepreneurs' ideas are rigid. They cannot quickly adapt to economic globalization and they are not sensitive enough to environmental changes. Some problems also appear in the process of promoting the development and reform of private enterprises.

1. An analysis of the connotation and elements of entrepreneurial leadership

Although different industries have different needs for entrepreneurial leaders, they also have many things in common. In short, entrepreneurial leaders refer to the influence of individuals, through which employees are motivated to work. The leadership ability of entrepreneurs can be understood by the following methods.

1.1 The ability to predict

In today's fast-changing times, private entrepreneurs must have the ability to predict the future. Entrepreneurs with keen forecasting ability can find business opportunities in front of competitors and fully develop and use them. The forecasting ability can not only make the company in a leading position but also make the company operate better. When the living environment of large enterprises changes, entrepreneurs with keen insight can often guide enterprises to take precautions before the crisis comes. Therefore, predictability is the primary quality that private entrepreneurs should have.

1.2 Careful thinking and ability to integrate resources

Entrepreneurs will have their plans but these plans can not be expressed in a single sentence. They should be expressed in a systematic language. When entrepreneurs describe the company's plans for employees, employees will also evaluate the company's plans and goals, and the implementation of the plans is a good way to get employees' approval. When entrepreneurs implement business plans, they must also integrate different resources through the strength of partners and the

strength of partners comes from their specialized teams. Therefore, they are crucial to the acquisition and integration of resources.

1.3 Continuous learning and innovation ability

Learning is a driving force for continuous progress, especially in a competitive international market. Learning is an effective way to enhance competitiveness. Learning ability refers to the ability to learn new skills, self-reflection, and objective self-evaluation.

2. Problems of Private Entrepreneurs' Leadership in China

2.1 Entrepreneurs and employees have no common vision

At present, one of those problems faced by the development of private enterprises is the lack of consensus between entrepreneurs and enterprise employees, and the direction and goal of enterprise efforts cannot be completely unified. In many cases, the leaders of the company give their work to their subordinates instead of communicating with them effectively. However, these people do not have a strong desire to accomplish their goals and they are reluctant to accomplish their work in some cases, which shows that these people lack common ideals. And the transformation of this power is mainly through the guidance of work and the execution of administrative orders. Sometimes, employees do not have a strong sense of belonging and identity in the company, and they do not expect much from the company's work. Most of the time, they just promise verbally and they do not finish a good job. In the business practice of private enterprises, private entrepreneurs often regard it as the leadership and management of their subordinates. Private enterprises will only arrange jobs for employees without considering their feelings. Their goals are not the same, which will only make them feel bored and overwhelmed. This one-sided understanding will make private entrepreneurs fall into the dilemma of blind conceit and arrogance, and then hinder the development of private enterprises.

2.2 The transformation of private enterprises lacks a suitable environment

Judging from the present situation of private enterprises in China, there is no sound system to promote the development of their leadership ability. In this case, private enterprises lack an adaptive environment. In today's market, if private enterprises cannot keep sustainable development, they cannot give full play to and strengthen their leading role, which is likely to lead to poor implementation of private enterprises' policies, lower work efficiency, and unfavourable development of private enterprises. In the absence of a system and favourable environment, it is difficult for private enterprises to play their leading role. Now, more and more entrepreneurs are aware of the importance of leadership, hoping to make progress in the reform. However, in the process of implementation, they often encounter various problems, such as the lack of a suitable environment for change. Due to the lack of a corresponding system and favourable environment, the transformation and development of private enterprises are very difficult.

2.3 The style of private entrepreneurs' leadership is single and stuffy.

There are various leadership styles, and private enterprises can choose different leadership styles according to their own characteristics. Due to the different development conditions and the different problems faced by private enterprises, they should adopt different leadership styles and styles according to different characteristics. However, many private entrepreneurs' leadership style in today's market is unchangeable and they cannot lead correctly according to the actual situation, which can neither promote the development of enterprises nor give full play to the role of various functional departments and promote the innovation and development of enterprises. When private entrepreneurs use leadership, most of them adopt traditional methods. Their leadership style is inflexible and unable to adapt to local conditions and innovate, which greatly restricts their influence. Moreover, the evaluation of private enterprises in real life often comes from the

higher-level government. Therefore, private enterprises often regard their leadership ability as the main evaluation object. This wrong understanding will lead private enterprises to blindly cater to their superiors, and their leadership style will be restricted. Their decision-making will also be restricted so that they cannot operate in an open and transparent environment. In this case, their decision-making will not necessarily affect the development of private enterprises or the interests of the state.

3. Ways to cultivate and improve the leadership of private entrepreneurs

3.1 Developing a common vision for enterprise development

Dreams are the driving force for a person to move on, while the company's vision is a banner that can keep the company growing. Private entrepreneurs should lead their employees, paint charming prospects together, make their work enthusiastic and bring more value to the company. Private companies are small in scale and only focus on short-term interests, without long-term development plans. To survive in the increasingly fierce market competition, private entrepreneurs must have a broad vision and positive thinking ability. First of all, entrepreneurs should consider the development direction and organizational positioning of enterprises. If the company's development direction and goal are unclear, and it cannot guarantee to bring benefits to employees and the company, then it won't produce the expected results. Secondly, the vision of the enterprise should meet the needs of the development of the times, which can not only reflect the needs of the company but also meet the needs of employees. Finally, the long-term positioning and planning of enterprises is also a problem that needs serious consideration and attention. In practice, the long-term planning of private enterprises is often based on the subjective knowledge of individual entrepreneurs, which leads to some unreasonable places. From a scientific point of view, long-term planning is formed by the participation of entrepreneurs and employees.

3.2 Creating an environment conducive to enterprise change

In the socialist market economy environment, enterprises are faced with an unpredictable market environment. Under the dual effects of fierce market competition and internal and external environment, enterprises must face various internal and external environments such as customers, suppliers, technology, investors, competitors, government, etc. If they want to expand or stick to the country, one or the other of these factors will change into enterprise changes, which will bring new vitality to the company at different development stages. Whether entrepreneurs can create an environment conducive to change directly affects the success or failure of enterprises in the competition, and also determines the leadership ability of entrepreneurs.

3.3 Changing the leadership style of entrepreneurs

Different industries and different companies have different leadership styles. Entrepreneurial style usually refers to a kind of behaviour characteristic that is gradually formed in long-term personal experience and leadership practice, and it is applied in practice and has an impact unconsciously. There are two types of leadership styles: command style and participation style. With the leader-led imperative leadership style, all kinds of decision-making powers of the company are concentrated in the hands of leaders; Participatory leadership refers to all kinds of decisions made jointly by leaders and employees. According to the survey, the leadership style of most private enterprises is imperative, which results in some enterprises' lack of democracy in decision-making, low participation of employees, and unreasonable decision-making mechanism. Some companies even employ professional managers to manage the company but they do not play their due role. Most of the company's important decision-making power is in the hands of a few leaders, which results in effective supervision, feedback and restriction within and outside private enterprises.

3.4 Improving the leadership of the leader.

The prerequisite of authorization is to enhance the ability. The cultivation of leadership is that leaders attach importance to the cultivation of the ability to be led and regard it as the central issue of the sustainable development of enterprises. If it can promote the development of the leadership ability of all leaders, the company will be better. Leading cadres should not only pay attention to the current development but also pay attention to the internal talent strategy to ensure the sustainable development of the company. With the development of enterprises, more and more changes have taken place in the internal and external environment of enterprises, the scale of enterprises has become larger and larger, the internal structure and personnel composition of enterprises have become more and more complex, and there are more and more related enterprises and people. It is more and more difficult for enterprises to grasp the market, and the corporate culture has become more diversified. The above problems make communication between enterprises more difficult. Correspondingly, people in today's information age gradually realize that the essence and core of business operation lie in communication, and the difficulty of business operation is also the difficulty of communication. As a successful entrepreneur, you should be good at listening, observing, communicating through multiple channels and angles, encouraging two-way communication, and giving timely feedback.

Conclusion

Entrepreneurs' leadership ability is formed through gradual study and practice, and the improvement and development of leadership ability depend on their continuous study and exploration of their work. Through various methods, entrepreneurs' leadership ability can be improved in all directions, and then enterprises can be promoted to success.

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