

## SECTION 6. BUSINESS MATHEMATICS AND STATISTICS

UDC 351/354

**Iskakova Sh.G., Korabaeva A.A. Strategic leadership in management**

**Iskakova S.G.**

4 year student of Karaganda Economic University  
of Kazpotrebsoyuz

**Korabaeva A.A.**

c.ph.s., docent of the Foreign and Russian  
languages Chair  
Karaganda Economic University of Kazpotrebsoyuz

***Abstract.** The article objectives are for students to understand the concept and the real meaning of strategic leadership. Readers will learn and understand the theory of change and its psychological impacts on human being and how they can deal with the change themselves while being able to support their colleagues. This will provide participants with the insights, frameworks and tools to effectively strategically manage and develop their teams and organizations.*

***Keywords:** strategy, strategy planning, market analysis, management theory, management communication, corporate culture, change management*

**What is strategy? Strategy (from Greek στρατηγία strategía, historically art of troop leader; office of general, command, generalship) generally involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions. “Strategy is about shaping the future.”[1]**

**Advantages of having a strategy:**

- Directives for company decisions
- Reduced conflict
- Measurable
- Changes can start on time.

**The pitfalls of having a strategy:**

- loss of flexibility

The clear example of strategy was shown in “Troy” movie in a moment of Achilles and Boagrius battle.[2] There we can see how the Greek hero was motivated to kill the greatest and most accomplished warrior of Thessaly. He saved a lot of soldiers, he didn't let them down. But most important he thought out the strategy first. He saw that the enemy is strong and showed it Boagrius with all sorts of things, but he did not have armor and Achilles just found the spot where he can

directly reach the heart with his sword. This moment also shows that it doesn't matter how strong you are or how powerful your company - it's nothing without a well thought out strategy.

The strategist should have great potential for both analysis and synthesis; analysis is needed in order to collect data on the basis of which he makes his diagnosis, to summarize them, in order to obtain the diagnosis from these data – and the diagnosis is actually a choice between alternative actions.

Strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates. [3]

Stages of strategic planning:

1. Define your core business, business model and organizational goal (mission)
2. Determine your corporate values (values)
3. Create an idea of how success will look like in 3-5 years (vision)
4. Strengthen your competitive advantage based on your key strengths.
5. Formulate enterprise strategies.
6. Agree on strategic issues that need to be addressed in the planning process.

Now about the change. Change = Not safe. Our decision is based on avoiding fear, shame or remorse. That's why it's possible to predict what a person will be in one week with a probability of 84% (explained in the book called "Flashes" by Barabasi Albert Laslo)

What are the building materials of our barriers?

- Building material 1: beliefs, society
- Building material 2: freedom restricted by our parents
- Building material 3: restricted by the school

How can we increase our "playground"?

Confirming - this what's holding me back

1. Recognize that something is not planned.
2. be in present
3. Stop complaining
4. When you understand what you are saying,
5. "I can't do ....", "we are not used to",
6. Curiosity, creation, formation of things
7. Change habits, routine activities (for example, changing the route to school or at work)
8. Doing sports, enjoying it (especially the cardio movement)
9. travel, discover

---

The success of a company depends on its ability to respond to the changes in the external environment in time and correctly, and it is important for managers to understand how necessary it is to be “alive” in the face of constant changes. Properly constructed organizational management system and structure of the organization create favorable conditions for improving the quality of management, which contributes to the effectiveness of the organization.

Manager should get out the most from a team. Management = influencing. The most important skills manager should have: excellent communication skills, leadership with transparency and honesty, support your employees and direct them, motivation with positive feedback and recognition, expert in this field, promoting inter-level and cross-functional collaboration, trust your employees.

To show the values of these skills, watch the video “Itay Talgram: How great conductors do it” [4]. There Ital makes some interesting parallels between the traditional perspective of the leader, to the ever curiously diverse world of musical conductors. Demonstrating the good, the bad, and the bizarre, Ital brings the audience into the story, a lesson all of its own for leaders. Simply leading is not enough; it may at times seem like a conductor's job is unnecessary, with skilled musicians at the helm of the finest instruments, in the grandest of halls, however Ital allows the audience to experience and compare that of a good leader and a bad one; you know when you have a bad leader!

Bad leader feedback: "Using us as instruments, not as individuals" how simple, yet profound? Leaders must not merely rely on building abilities of the team, build the team. Good leader perspective: "When needed, the authority is there, but authority is not enough to make people your partners." This is what so many leaders get wrong. Being in a position of power isn't enough to command respect. Being powerful in a position to enable others is.

All this allows to create a corporate culture where people value strong leaders and strive to create them. And if today we really need leaders to support the activities of complex organizations, which are becoming more and more every day, then we need people who are able to create a culture that educates leaders. The culmination of leadership should be building a corporate culture focused on creating leaders.

#### References

1. Max McKeown “The Strategy Book”, Financial Times / Prentice Hall, 2011
2. <https://www.youtube.com/watch?v=Sq-uMIZGETs> - Troy - Achilles vs Boagrius
3. Dr. Malhar Pangrikar "Strategic Management", 2016
4. [https://www.ted.com/talks/itay\\_talgram\\_lead\\_like\\_the\\_great\\_conductors?language=en](https://www.ted.com/talks/itay_talgram_lead_like_the_great_conductors?language=en)