

Internet Activity Presentation Planner

Introduction to Business Chapter 8 Leadership in Management

In Chapter 8, you learned about leadership and its role in the management of a company. After all, a company is only as successful as its leaders. Leaders see the big picture and never lose sight of their goal. Good leaders manage others by inspiring them. One such leader in American business was Henry Ford. Mr. Ford had the vision of an automaker that would provide quality cars and, more importantly, would exemplify the efficiency of a well-managed, cohesive workforce. Find out more about other leaders in management and do your own research to see how effective leadership in business management can lead to productive companies. Produce and present a 10-minute talk outlining a successful leader in business management.

Action Steps for Planning a Presentation

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

1. Build Background Knowledge

Did You Know?

[begin bulleted list]

Henry Ford was the founder of the successful Ford Motor Company.

Ford introduced assembly line factories for producing mass amounts of vehicles.

Henry Ford had strong views on labor and how the workforce should be treated.

Ford implemented the 5-day, 40-hour working week in order to promote morale and solidarity among his employees.

Henry Ford once proclaimed that, "I hold that it is better to sell a large number of cars at a reasonably small profit ... I hold this because it enables a larger number of people to buy and enjoy the use of a car and because it gives a larger number of men employment at good wages. Those are the two aims I have in life."

Currently the Ford Motor Company retains its founder's emphasis on leadership by sending its managers to its Leadership Development Center to further their leadership skills.

Questions to Ponder

Think about these questions and what they might have to do with other successful business leaders.

[begin bulleted list]

What types of leadership skills did Henry Ford possess?

How did he implement his leadership skills and ideas into his management plan?

Was Ford able to inspire his employees and motivate them to follow him to his goals of a successful business?

Was Ford innovative in his approach to management and employee organization?

What effect did Ford have on those who worked with him or competed against him in the business world?

Key Search Words

Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.

managing others, leadership, innovation, management, motivation,[Comment: “initiative” doesn’t really work as a search word] human relations

Web Sites

2. Decide on Your Topic

Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose a subject that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.

Leadership Qualities > Successful Leaders > Henry Ford > _____

Title: _____

Description: _____

Approval: _____ Date: _____

(Teacher's Signature)

3. Conduct Research

Maintain a Bibliography

In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.

Books

4. Write an Outline

Main Ideas and Details

Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.

I. Introduction

A. _____

B. _____

II. Main Idea

A. _____

B. _____

III. Main Idea

A. _____

B. _____

IV. Main Idea

A. _____

B. _____

V. Conclusion

A. _____

B. _____

5. Plan Visual Aids

Charts, Graphs, Photos, and Video Clips

Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.

Tips on Creating and Using Visual Aids

[begin bulleted list]

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

