

Research on Management Law and Leadership Strategy of enterprises

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Abstract: *Scientific management and leadership countermeasures are the basic guarantee for the sound development of enterprises. At present, with the transformation and development of the economic market, enterprises must adjust their previous operation modes, ensure the standardization of each management work and the implementation, and improve the development efficiency of enterprises. Based on this, the article discusses the law of business management and the leadership strategy of the enterprise.*

Keywords: *enterprise; Business management; Leadership strategy*

1. Introduction

The arrival of the new normal era of economy puts forward higher demands for the development of enterprises. Whether in terms of resource construction or internal operation of enterprises, enterprises need to conduct independent optimization and improvement to cope with the challenges brought by the overall environment and market. In the process of operation and management, enterprises should take the enterprises with relatively perfect development system in the market as reference, combine their own operation and management mode, gradually introduce management concepts, create a series of management measures suitable for their own development, and improve the competitiveness of enterprises in the inherent economic market. At the same time, enterprise leaders should also shoulder the responsibility of major decision making and management implementation. In the face of the whole economic market, they should implement the operation mode of adjusting themselves, so as to conform to the mainstream development trend and improve the economic benefits of enterprises. This article is for the enterprise economic management law and leadership strategy for discussion, only for reference.

2. The law of business management

2.1 The law of porridge

The theory of dividing porridge refers to distributing porridge evenly to everyone on the spot under the premise of existing interests. There are many ways to divide porridge in real life, but each of them has certain disadvantages. For example, five people divide the porridge, with a respectable person to divide the porridge, the final result is that one person is full and four people starve; If one person divides the porridge and the other supervises, the result is that two people are full and three people are hungry. If it is a person divided porridge four people supervision, it is very likely to produce the method of looting each other, according to the method of dividing in daily life, this kind of thinking can not ensure that everyone is evenly distributed porridge. At this point, we can let one person divide the porridge, another person supervises, and the other three people get the porridge first. At this time, it can be roughly divided into two links, namely, sharing the porridge and serving the porridge. Among them, sharing porridge represents early planning, while serving porridge is late execution. When this kind of thought is applied to enterprise operation and management, it is to separate contradictions, and effectively eliminate the problem of uneven distribution of interests through mutual restraint of ideological basis and practical behavior. Of course, enterprises can be regarded as an innovation of traditional trial-and-error thinking, which is to find a balance point in the process of testing and practice. Through practical innovation, the whole idea will not make any mistakes in the process of practice, so as to improve the distribution quality of existing economic benefits.^[1]

For enterprise operation and development, it is necessary to have forward-looking and anticipatory planning strategies to ensure that such strategies can effectively avoid irresistible factors in the specific implementation process, truly differentiate the interests of the enterprise reasonably, and at the same time,

it can also make the benefit winners to achieve convincing results.

2.2 Bucket law

The bucket law states that the amount of water a bucket can hold depends on the shortest board in the bucket. For enterprise development, organizational structure characteristic is often affected by various factors, resulting in the good and bad are intermingled, but just the disadvantage may determine the quality of the entire organization, this kind of bad problem cannot be completely removed within a group, like guangdong water bucket, if will be the shortest a board out, the entire bucket become useless. It is also an inevitable state in which the disadvantage determines the advantage and the disadvantage determines the life and death. For this reason, leaders must have a clear understanding of the advantages and disadvantages of the enterprise's own development when conducting operation and management, ensure that they can learn from each other, divide the advantages into resources, and gradually improve the shortcomings of the enterprise organization and enhance the service efficiency of the organization. ^[2]

2.3 Mushroom management law

Mushrooms grow in dark and claustrophobic corners for a long time, and only when they grow to a certain state can they be explored and used, which also represents that mushrooms can really achieve their own value in the growth process. Mushroom management concept is a oriented management mode for beginners, as a training strategy for talents. However, from the perspective of long-term development, the use of mushroom management also has some disadvantages, that is, mushrooms need a certain period in the growth process, if the surrounding area of the growth of weeds cover them, it will reduce the growth resources of mushrooms. This requires leaders in the business management, must according to all kinds of "mushroom" problem to carry on the rational thinking, and the whole implementation process should be to maintain the current talent management and activity execution of short time things, to ensure that the "mushroom" supply growth sustainability, and can reduce the interference of external environment on the further improve the efficiency of the growth of the "mushroom", Provide continuous talent support for enterprise development.

3. Enterprise leadership strategy

Leaders are decision-makers in the development of enterprises, and the setting of each strategic plan must conform to the development of enterprises. From the overall perspective, various strategies should be effectively integrated into various organizational activities, so as to improve the actual management efficiency and generate more opportunities for the development of enterprises. For this, enterprise decision makers must have the corresponding professional skills and professional quality when leading and managing, which reflects the image of the dignified person, but also can be integrated with the grass-roots staff, analyze the thoughts and behaviors of employees in the emergence stage, and give decision-making suggestions for the later program formulation.

3.1 Communication management strategy

In terms of communication strategy, enterprise leaders must have substantive communication skills, so that communication itself is not simply based on the orders of superiors to subordinates, but to understand the ideological consciousness of employees through communication, so as to eliminate the generation gap between the upper and lower levels and truly improve the recognition of leaders in the hearts of employees. At the same time, the leadership in the process of communication with their staff, should be appropriate for employees, fully mobilize the staff's working enthusiasm, make the staff in the process of leadership can feel the true meaning of the leadership, to avoid the staff thought deep sense of estrangement, make its open up and leadership to talk, to lead the full understanding to the grass-roots staff working environment, enhance working efficiency. ^[3]

3.2 Persuasion strategy

In leadership and subordinate staff conversation, communication and persuasion has essential difference, but from the subconscious mind employees, once the leadership and his conversation, it most likely means that direct the work of each formulation and ratification of the deployment, such directional thinking, will cause the staff itself in a state of acceptance to execute all kinds of instructions issued by

the leadership of the passive. For this, business leaders must analyze the essential difference between communication and persuasion. The communication strategy we mentioned above is to integrate with the staff, go deep into the grassroots and understand the needs of the staff. Persuasion is to force their own will on the staff, so as the executor, this process must follow the staff's self-esteem and confidence, to ensure that opinions should be issued to convince themselves first, then can convince others, of course, such issues must be respected each other, from multiple angles to demonstrate the feasibility of persuasion. At the same time, leaders must learn to put themselves in the other's shoes, through the one-sided demonstration of the positive truth and the double-sided certification of the positive truth, choose the corresponding time point and space point to assign work, establish a bridge of trust between leaders and employees, so that all decisions are in the hands of leaders. ^[4]

3.3 Incentive strategy

The construction and implementation of enterprise incentive mechanism is the best scheme to improve employees' interest in work. With material and spiritual rewards, employees' enthusiasm for work and loyalty to leaders can be enhanced. However, in terms of incentive effect, due to the influence of external and internal factors, a benchmark must be correctly measured in the whole incentive mechanism to ensure the accuracy of the incentive mechanism and achieve the effect. First, leaders can describe the development vision to employees, but avoid the idea of "drawing big cake", so that employees can understand the operation mode and development direction of the company, which is more conducive to the realization of value integration. Second, to motivate, lead in must follow the concept of people-oriented, will integrate the concept of values and the emotion to work in the life and work in the enterprise development brought about by the spirit, as employees will ideology into practical action, better practice of social management and the enterprise values, increase the efficiency of the enterprise's development. Thirdly, leaders should have enough trust in internal employees and make them fully understand the importance of leaders to them through functional authorization, which can not only provide a space for employees to realize their ambitions, but also actively enhance their confidence in work and create a better working atmosphere.

4. Conclusion

To sum up, under the constant regulation of the existing economic market, higher demand is put forward for enterprise operation. In the process of development, enterprises must set up corresponding control countermeasures for external and internal environments, actively realize integrated operation and management, deal with the challenges brought by the new normal social market, give full play to their own value, and generate more economic benefits for enterprises.

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