

Research on management principles that should be paid attention to by enterprise leaders

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Abstract: *For a long time, enterprises face greater pressure, rely on production and marketing to obtain economic benefits. After years of competition, we find that corporate profits are constantly compressed, and some enterprises are facing the risk of being eliminated by the market. The reason for this phenomenon lies in the fact that enterprises do not realize the important value of management. Only by grasping the magic weapon to enhance competitiveness and following the rules of management can enterprises maintain stable operation and ensure sustainable development.*

Keywords: *enterprise; Leader; Management law*

1. Introduction

As China's economic life body, its own development and reform, also need to follow the law of life, has the corresponding law. The theory with rich connotation born in the society inspires people to understand the growth of enterprises from many angles. To truly achieve the transformation of an enterprise, it needs a perfect management system and continuous upward momentum. As the core of enterprise development, enterprise leaders need to realize at the management level that they should follow the rules of the industry, implement more complete management methods, carry out various management activities in an orderly manner, make enterprises enter into a steady state of operation, and better resist risks. And highlight the important role of management, promote enterprises to pursue sustainable development goals, achieve transformation and growth.

2. Pay attention to management details, avoid butterfly effect

Business leaders as controls the direction of enterprise development, formulate and implement the main body of management system, under the background of the current enterprise competition is increasingly fierce, the enterprise survival and development is the key to the competitiveness of the enterprise internal and combat effectiveness, only the enterprise leaders have advanced management awareness, implement the regulations on the management of the maneuverability is strong, can make the enterprise is not affected by external environment, Maintain a steady development trend. It is the key to determine the effectiveness of management to analyze and study the long-term development of Chinese enterprises and discover the thought-provoking phenomenon and truth contained in management. The "butterfly effect" first appeared in chaos theory. American meteorologists used calculation formulas to simulate the earth's atmosphere equation, and took out the middle solution of the equation, and returned it in high precision. Finding small differences can make a big difference in results^[1]. In his follow-up lecture, he used a more understandable way to say that the flap of a butterfly's wings in one part of the world can cause a tornado in the other. This effect means that small causes can have a big impact. In enterprise management, leaders need to control the details of management and implement complete management measures at multiple levels to avoid minor errors and errors, resulting in more serious consequences. Can formulate a detailed management criteria, the responsibility of the work to the individual, and establish a reasonable reward and punishment mechanism, so that the staff of each department has a high degree of attention to the management work. At the same time, strengthen the supervision and inspection of each work, can use regular and irregular combination of the way, and check the results into the assessment of the workers, participate in the inspection of the binding effect. In the face of the problems arising from the inspection, the competent department is required to rectify immediately and implement the new working process. To the leader for the second inspection, in the qualified into the normal operation. Controlling the details of management from multiple angles can correct the deviation at any time, reduce the irreparable loss caused by small mistakes to the enterprise,

increase the effectiveness of management, and avoid the emergence and spread of butterfly effect.^[2]

3. Follow the rule of time, improve the effectiveness of management

Follow the time management rules, for improving the effectiveness of enterprise management, so that the management of enterprise leaders more smooth road has a certain role. Therefore, the leaders of relevant enterprises should strictly follow the time rule and reasonably plan the management work, so as to truly improve the management effectiveness and realize the practice and implementation of the management rule. First, we should follow the "80/20" principle, which means that we can use 80% of our energy to do 20% of the important events in practical work, and put our limited energy into the things that can produce the most and harvest the most value, so as to avoid wasting time. Second, delegate on every unimportant matter possible. Enterprise leaders need to plan the work tasks in advance, list the work content in advance, and check the time and progress of each work. And focus on the important things, the less urgent events can be delegated to the right people to do, and give some authority. In the appointment of candidates to take charge of the corresponding work, should strengthen the examination of candidates, and inform them of the results they want to gain, and check the progress of work at any time to ensure the effectiveness of work. Third, strictly control the length of meetings. The setting of the meeting duration should be determined according to the importance of the meeting content. The meeting duration can be controlled by clarifying the meeting objectives in advance, streamlining the meeting content, giving priority to important events,^[3]controlling the situation after the discussion of their own time, and allowing them to leave first. The time of the meeting should also be accurately controlled, so as to start and end on time, in order to reasonably allocate the working time. Fourth, business leaders should learn to allocate their time. Remember not to devote all of your time to work, but also to family, friends, and society. Remember not to neglect communication with family and friends, and not to pay attention to social time. Because if you want to really improve their management level and management ability, we must do the relaxation degree, always keep strong energy to complete the difficult work. And strengthen the attention to social events, always pay attention to social development trends and public opinion, so that they can accurately judge their next need to carry out the work plan, that is, to achieve personal value, but also create benefits for the enterprise. Therefore, time management rules are the most important management rules that business leaders should pay attention to.

4. Introduce competition mechanism, activate professional dedication

The introduction of competition mechanism in enterprise management, to stimulate the dedication of internal staff, by following the catfish law and the law of the cow fly management rules, to stimulate the staff's work vitality, forming a driving role, improve the effectiveness of enterprise management. The catfish law comes from the catfish's biology. Because catfish are so vigorous, they usually move around in unfamiliar environments. Sardines are naturally lazy, do not love sports, when fishermen catch sardines and catfish at the same time, catfish unique life will stir sardines are not safe, have to swim around with. That way, even after a long time of loading, sardines can stay alive on shore. Such as "catfish law," has certain stimulation and promote role, applied to the enterprise personnel management, is not only beneficial to play an active leading employees, driving, stimulation and role models, to drive "lazy" employees to work hard together, also can create a positive work atmosphere, in imperceptible influence "lazy" ideology of the employees, Consciously change "lazy" behaviors. At the same time, in order to give full play to the incentive effect of catfish law, competition mechanism should be introduced when necessary to create a tense atmosphere, which plays an important role in improving team execution. Through setting corresponding incentive and reward and punishment mechanisms, a series of incentive mechanisms such as bonus, year-end bonus and travel should be given for excellent performance, and corresponding punishment should be given for poor realization, so as to form an effective incentive effect and truly stimulate the enthusiasm of employees.^[4] Second, the so-called cowfly rule comes from Lincoln. As a boy, Lincoln plowed his farm in Kentucky, and the cattle he chose to plow were lazy, but at one point they suddenly ran very fast. Lincoln stepped forward and found that there was a big cow fly on the body, forming an irritant effect, just prompted the cow to run fast. The same applies to business management. The method of "promoting training by examination" can be adopted to conduct regular assessment while training the employees of the company, and the assessment results and rankings will be published after the assessment, without taking corresponding measures. Because some of the lower ranked employees will usually be stimulated by the face problem and work hard to save face again, thus forming the "cowfly" effect and activating the professional dedication of employees.

5. Conclusion

In a word, the rational phenomenon born in the reality of life plays a role in enterprise management and is the management principle that enterprises need to follow for steady development. As the core of an enterprise, a leader should possess advanced management concepts and understand the content and characteristics of various management rules. In the implementation of various management measures, management crisis should be avoided to ensure the steady operation and development of enterprises. Companies need to formulate regulations with clear details and strengthen monitoring of their implementation. Once a problem occurs, it is necessary to control and solve it in time, so as to avoid a big impact caused by a small mistake. Management principles should also be lost to team building and resource management, so that the management of various resources is more effective and better management results are generated. Through the research and application of various management rules, the overall management effect of enterprises has been improved, and the role of leaders has been highlighted, which is conducive to the formation of a healthy operation structure of enterprises and the realization of steady improvement.

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