**Leadership: Managers of Meaning**

“One of the core differences between a leader and a technician is that leaders are required to focus more of their energy on people and strategy, as opposed to implementation and execution.” from *The* *Corporate Edge,* “How to Make the Leap from Technician to Leader.”

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|  | **Leaders** | **Technician/Managers** |
| **Create an Organizational Agenda** | Establish Direction | Plan & Budget |
| **Developing a human network for achieving the agenda** | Align People | Organize & Staff |
| **Execution** | Motivate & Inspire | Control & Problem Solve |
| **Outcomes** | Produce Change | Produce Predictability & Order |

“Leaders help organizational members make sense of what is going on in the environment by synthesizing and explaining the myriad of factors, influences, & events affecting their organization in terms that are understandable to them” (Witherspoon, 1997).