



# **Manager, Leader or Entrepreneur?: The impact of Leading Roles on Profitability. The New Model of Leading. Strategies for the Sustainable Growth of Business Performance. An Entrepreneurial Revolution?**

*Dorin Bodea*

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Manager, leader or entrepreneur? Here's a dilemma that every company leader, large or small, faces constantly – as Daniela Pandrea from Honeywell Building Solutions Europe & North Africa noticed. In 2012-2013, we conducted a study on 108 managers from 27 companies (8 multinationals and 19 Romanian companies). Our purpose: to show the relations between the level of economic and financial performance indicators of the business, on the one hand, and the practices and the level of leading skills, on the other hand. At the end of the study, we were able to highlight the leading practices and skills (managerial, entrepreneurial and leadership) which can explain the differences in economic performance. And the final results are quite surprising: the study concludes that, in order to achieve a significantly better business performance, a company does not need a radical organizational change, but only small improvements in the practices and skills of the leading team, in several key points.

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