

**Jump Start Micro-Enterprise Credential: Company Leadership Word Bank**

Term	Definition	Section
Leadership	Leadership is the hands-on pursuit of excellence, where dedicated leaders provide vision and inspiration to their team members.	What is Leadership
Engender	To bring about or cause a feeling.	What is Leadership
Clarity	The quality of being clear and understandable.	What is Leadership
Refinement	The process of removing unwanted elements or improving something by making small changes.	What is Leadership
Core Values	Guiding principles that dictate behavior and action.	What is Leadership
Transparency	Operating and communicating in a way that is easy for others to see and understand actions.	What is Leadership
Proselytizing	Reaching out. Attempts to convert or change opinions.	Key Characteristics
Bureaucratic	Overly concerned with procedure at the expense of efficiency or common sense.	Elements of Effective Job Descriptions
Galvanizing	Shock or excite someone into taking action.	Elements of Effective Job Descriptions
Internal clarity	Communicating information so that actions are intended and complimentary.	Creating Personal Job Descriptions
Company Culture	a set of beliefs that embody the strategic vision of the enterprise, and that guide team members in all their behaviors and business decisions.	What is Company Culture
Golden Rule	when a person/leader treats others like he would like to be treated. This is a powerful way to build culture, loyalty and dedication.	What is Company Culture
Company Mapping	A way for a small business owner or an entrepreneur (or a consultant serving one of these business leaders) to assess where their enterprise stands versus the culture they would like to create.	What is Company Mapping
Culture Value	Commonly held standards of what is acceptable or unacceptable, important or unimportant, and right or wrong.	What is Company Mapping
Culture Gap	A gap between two belief systems which hinders an understanding or relations.	What is Company Mapping
Performance Review	Offering objective and helpful feedback to an employee to improve and change their actions on the job.	Providing Performance Feedback
Integrity	The quality of being honest or a group that is undivided in beliefs.	Hiring New Team Members
Attrition	A reduction in workforce because of employees leaving, retiring or termination.	Hiring New Team Members

Term	Definition	Section
Complimentary	Hiring employees that bring skills that add to the entrepreneur's capabilities, forming the foundation for solid growth.	Hiring New Team Members
Compatible	A new hire that is a person the entrepreneur could like and respect.	Hiring New Team Members
Criteria	A principle or standard by which something may be judged or decided.	Hiring New Team Members
Calibration	The act of checking and changing measurements in order to ensure results are in an acceptable range. The process of making an action objective and as fact-based as possible.	Hiring New Team Members
Operating Efficiencies	Ability to develop strategies and techniques to deliver or make products/services in the most cost-effective and timely manner.	New Hire Scorecard
Administrative Efficiencies	The capacity of a business to produce desired results with minimum expenditure of time, money, personnel and materials.	New Hire Scorecard
Financial Efficiencies	The ability to get more output from the same resources or getting the same output from fewer resources.	New Hire Scorecard
Human Resources	Developing and implementing policies and procedures that helps your company recruit, compensate, evaluate, grow and retain top performers.	Small Business/Start-up Operations
Marketing/Sales	Conceiving and implementing activities that increase revenues and profits	Small Business/Start-up Operations
Customer Service	Developing and implementing policies and procedures that keep your customers satisfied and loyal	Small Business/Start-up Operations
Finance/Accounting	Completing all the reports and activities that enable a company to maintain appropriate records, track financial results, pay appropriate taxes, and maintain adequate levels of "liquidity" (e.g., available cash) as well as positive credit	Small Business/Start-up Operations
Administration	Completing the activities required for an organization to operate day-to-day, including but not limited to Real Estate (for office space and/or production facilities), Legal and Purchasing.	Small Business/Start-up Operations
Technology	Developing the internal and external technology capabilities required in today's economy for a company to operate effectively and interact with customers in ways they prefer.	Small Business/Start-up Operations

Term	Definition	Section
Operations	Completing the productive activities of the enterprise.	Small Business/Start-up Operations
Delegation	Giving control, authority or job to another person.	Small Business/Start-up Operations
Growth Milestones	Major accomplishments that indicate that a venture's level of success, and/or a point at which the venture must start considering a new approach.	Small Business/Start-up Operations
Make/Buy	Start-ups and small companies often face the choice between hiring employees to accomplish a task for using third-party vendors.	Small Business/Start-up Operations
Sole Source	Working directly with a single vendor, rather than evaluating bids from multiple vendors before deciding on the firm you'll work with.	Small Business/Start-up Operations
Supply Chain	The network of vendors that enables a company to complete the development / assembly of its product or service.	Small Business/Start-up Operations
Sustainability	An investment or initiative is sustainable when the financial results are positive and replicable.	Small Business/Start-up Operations