



MANAGEMENT FUNDAMENTALS

WHAT MANAGEMENT LOOKS LIKE IN THE
REAL WORLD



Management Fundamentals

Hello Everyone! Welcome to Illuminate! My name is Richelle, and I will be guiding you through your learning journey. As aspiring business professionals, it is essential that you take every opportunity possible to learn the important skills, both technical and interpersonal, that will help you succeed in a future career. Regardless of whether you want to do finance, marketing, consulting, or even choose to pursue a career completely unrelated to business, the skills you'll learn here will teach you to thrive in any leadership role. When we think about the word "leader", what comes to mind for you? You might see someone in a suit, someone who looks very mature, someone who looks very stern, or even perhaps a very jolly and charismatic person. The bottom line is leadership comes in a variety of forms, and can happen at every level. Leadership at every level means that things like your age shouldn't deter you from being a great leader.

If there is one thing I want you to take away from this video, it would be to remember that People matter. In fact, Doug Conant, a successful American businessman and former CEO of the Campbell Soup Company once said, "To win in the marketplace, you must first win in the workplace." This quote truly showcases the importance of managing and designing a workforce around business objectives within a company. And people are the key. When reimaged, work can be more than just a process. It can be an outcome that drives productivity, value and impact by unlocking human potential and creating an organization that is resilient to risk, fit for the future and grounded in meaning for workers whose identity will drive sustained results.

To put it simply, today's leaders are more than just capable -- they're good listeners, compassionate communicators, and visionary thinkers. And you are here today because you have that leadership potential within you. We are here to help you tap into that potential, activate it and teach you to make an impact that matters.

Ok everyone, before we dive into the next unit. I want you to know that all the teachers and staff at Illuminate are committed to help you succeed. This means, please do reach out to us if you ever have any questions, or simply want to know more about various business leadership opportunities that will be available to you throughout the program.