

1935

ORDWAY TEAD

The Art of Leadership (1935)

- A. Leadership is the activity of influencing people to cooperate toward some goal which they find desirable
- B. Executive work:
  - 1. Planning and defining policies
  - 2. Organizing
  - 3. Delegating
  - 4. Controlling
  - 5. Supervising
  - 6. Giving general orders
  - 7. Training key managers
  - 8. Coordinating
  - 9. Providing motivation

Tead advocated the reasoning process of scientific management as the best approach to decision-making.

Ordway Tead was an educator and practitioner of management; among other things, he was head of the Board of Higher Education of the state of New York and a member of the faculty at Columbia University. He was the author of numerous books on management and higher education including Instincts in Industry (1918) and The Art of Administration (1951).