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

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| **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 |

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| **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 |