

based on Abraham Zaleznik's [article](#)

LEADER



leaders are *twice-borns*

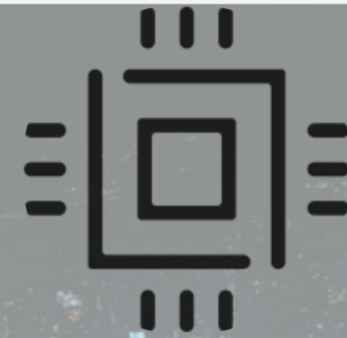
leaders are creative and intrinsically motivated

leaders imagine long term

leaders communicate through *messages*

leaders are obsessed with ideas

MANAGER



managers are *once-borns*

managers strive to conserve stability

managers think short-term

managers communicate through *signals*

managers focus on processes

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