

The President Should Pay Much Attention to the Completion of Personality Glamour

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Abstract: The paper discusses the role of a president can play in the effective management of a university. The author explores it from five parts: to treat every people honestly, to treat people harmoniously, to provide service for people, to assess people reasonably and to treat people with honest emotion.

Keywords: personality glamour; management of university; personality management trend in school

University is a kind of organization in which knowledge and science, fact and theory, exploration and innovation, experiment and thoughts are transmitted efficiently. It describes the boundary of reason and is a city of wisdom, a social center, a reservoir of talents, thoughts and knowledge. The connection between university and society has been more and more close and complicated. The university carries not only the task of training talents but also does the work of doing scientific research and provides service for the society directly. But at the same time we find more and more catalysts which hinder the development of university. The connection between the university and society is much more closely which includes all the following factors as the global competition in the development of university, the education fee, the students quality, the teaching staff quality, the developing characteristics, the investment profits, the image design, the culture construction of a university, the developing tactics of the university, the social service functions and so on. The facts in the development of a university requires that a president should not only do well in managing teaching activi-

ties, scientific research and the training of talents in his internal jobs, but also be excellent in managing staff, economy and the study, work and life of the all the teachers and students. In his external affairs, he should not only provide service for the society by coping with the relationship between the school and its service items, but also he should cope with the relationship well between school and government, enterprises, colleagues, the students parents and other schools in order to get a positive developing environment and resources of the school. That is to say, a president confronts more and more managing problems. All these things require that a president should not only possess advanced academy and the quality of an educationist but also the technicality knowledge of high school management. And his academy influences will be insufficient in managing all the affairs of the school. Some experts draw such a conclusion that: the problem of China lies in education and the problem of education lies in management. From this we can know the importance and significance of education management especially under the background of multiplication of education requirements. The ef-

fective management is a premium condition for its survival and development.

Then what is effective management? By connecting the advanced managing scientific theory of foreign countries, some experts think that every real management has four stages and effects. The first stage is management period which manages people through rules. The second is staff management stage which manages people through emotion. The third stage is cultural management stage which manages people through culture. The fourth stage is personality management stage which manages people through ethics. The perfect stage in school management is the personality management, which is ethic management. In such a management stage, it brings higher requirements to a president in his personality glamour, academic level, major knowledge, career ethics and so on, which can not be acquired by common people. But every school leader should strive for such a management stage by following these standards.

The world education has been showing the trend of personification when it comes to the post industry times. From the management point of view, the spiritual kernel of the school comprehensive management mode and its assessing system is to mobilize the initial spirit, active power and creative strength to a full degree of all the teaching staff in every process and action of acquiring quality management, whose real feature is to manage through personality. Personification management means to put the individual status and self-respect at the basic place, to regard equality and respect each other as the fundamental rule, to look the meet of individual perfect development in a best way as the aim and to manage in an automatic and democracy way. Briefly speaking, personality management should be democratic, initial, emotional and individually different. This personality management is a new trend of school management in recent years.

Personality management demands the leader's personality glamour and leadership art and it also requires that a president has higher quality and more powerful authority. The authority of the president is not the one authorized by the government but ac-

quired with the president's high quality. So in personality management system, a president should possess higher and loft thoughts and ethics. He should have extensive knowledge and perfect personality, a broad eyesight and a generous attitude, the brain of a politician, the acute sense of a diplomat, the glamour of a socialist. At the same time, a president should have a selfless spirit without considering individual benefits. A president is the example and model of all the teaching staff and he is the symbol and sigh of the school spirits and teaching spirits. His decision should be reasonable which can be accepted by all the teaching staff. His personality is respected by the all the teaching staff. His spirits are admired by all the teaching staff. The thoughts, ethics, words and deeds, moral spirits of the teaching staff are the extension of the president's. The striving aim of the president is the direction of all the teaching staff. This is just the glamour of personality management.

The charisma of the president to all the teachers comes from his personality glamour and the same is true to his authority. The president's personality glamour is magnetic stone. The concrete and abstract glamour can form a powerful cohesive capability among the teaching staff which can organize all the people together to strive for the same teaching and education aim.

Then how can a president make his personality more powerful?

First: to treat every people honestly.

The president should promulgate strict and reasonable rules according to the facts of the school by using his managing power. And he should standardize and bound the ideology and action of teachers and students by using the rules. But he should be sparse in keeping the rules, that is to keep his words and to reward and punish reasonably, so that the authority of the president can be set up.

Honesty belongs to the scope of ethics, whose connotation is internal honest and characteristic honest. To get credibility through honesty and to treat people honestly is not only a kind of ethic but also a social behavior full of wisdom. It is a managing way which

makes people ruled willingly through the show of ethics. In ancient China, there were many cases in which many wise men got successful results through honest ways whereas the dishonest tactics failed. It goes without saying that there is an emphasis of both wisdom and ethics in it.

Second: treat people harmoniously.

Nowadays, contradict between people and nature, individual and society, self and others, and the internal itself is protruding. As a president, he should set harmonious spirits and treat people equally and emphasize utility. And he is good at coping with all kinds of relationships and shows trust and considerate to his workmates. He can use people's advantages and at the same time put up with his demerits. He can solve the problem of conflict and contradicts to get rid of all kinds of hostile feelings. He can start from the willing of utility and get new utility on the new basis through criticize and self-criticize. He does well in exerting all people's initial and creative spirits by respecting each individual's characteristics to make them feel that they are living in a big family and feel comfortable so that their wisdom and power can be exerted in a full degree.

Third: to provide service for people.

Management is service. A president should regard it as initial point and terminal aim to service school and teaching staff. He can consider teacher's real needs and communicate with them to set up a normal, healthy and harmonious relationship. He should meet their demands before they give their request by providing them service whole-heartedly, by solving their problem in life so that he can accept trust from the staff and they can put themselves fully into their teaching and scientific research to get more achievements.

Fourth: to assess people reasonably.

In choose talents, a president should have the generosity of an ocean which can absorb many rivers,

to absorb talents with an open mind, to use talents with broad eyesight. In promotion, he should look ability as the only criteria and to unite talents and respect them. He should evaluate talents' job reasonably and objectively and endure people, matter and words with an open mind, and encourage their initial spirits in job, so that they can always be in high spirits. In regarding their achievements, rewards, title promotion, house distribution, salary, donation money distribution and official position change, a president should operate impartially to make sure the happy life and health physically and spiritually of all the teaching staff.

Fifth: to treat people with honest emotion.

A president should try to create a relaxed, generous and easy environment to stimulate the creation capability of the school. He should put people in the most important position, respecting knowledge, talents, labor and creation to make teachers and students as the main body in a school's development by setting an atmosphere of encouraging creation and pursuing innovation. The thing which can move people most is nothing but emotion. A president should be friendlier and not control and bound people but introduce and move them with feeling and emotion. He can strengthen the teaching staff and students' confidence, self-esteem and feeling of freedom and make them have the strong feeling of ownership to stimulate their ardent care and love to school. As the teaching staff input energy into the school, it can develop in all items healthily, quickly and harmoniously.

Currently, the society is more open and democratization is quickening its step. The personality management trend in school has become more and more powerful, which can promote us, the school leaders, to enter into a new stage of conforming the time pace and to set a solid base for the innovation of our Chinese race.