

INFLUENCE OF LEADERSHIP ON THE GROWTH OF ENTREPRENEURS IN MACHAKOS COUNTY

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ABSTRACT

The recent past has seen the endorsement of emotional Intelligence as a concept that improves an individual's social effectiveness. This has been considered as one of the important element of the success of an entrepreneurship. For this reason, this study seeks to find out the Influence of leadership on the growth of Entrepreneurs in Machakos County. This was achieved by reviewing: interpersonal skills, the managerial skills, leadership skills, individual traits and innovativeness as the study variables which are backed by various relevant theories. The study had enterprises as the study population and a sample size of 30% of the population (48) who was selected randomly from different locations of Machakos so as to gauge the scores of emotional intelligence and growth percentage of the entrepreneurs. The aim of all this was

to evaluate the influence of emotional intelligence and whether it has a greater impact on the growth of enterprises within Machakos county. A descriptive research design was used in this study. The population of this study encompassed employees who are currently working in entrepreneurship ventures in Machakos County. This study pre-tested the questions to reduce ill documentation of facts and findings. A multivariate regression model was applied to determine the relative importance of each of the four variables with respect to Growth of Entrepreneurs. The study found out that majority of the respondents indicated that to a great extent interpersonal skills influence growth of entrepreneurs in Machakos County. Additionally the study concludes that managerial skills influence growth of entrepreneurs in Machakos County. The study recommends improvement of “people skills” which are crucial for leader effective leadership.

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