

# Everyone's Smart University

## Project (Spring 2021)

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|--------------|------------------------------------------------|---------------|
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| Section | Date                        | Course Code |
| Master  | Thursday<br>18 / 03 / 2021. | (PMG511)    |

## PROJECT LEADERSHIP

### Instructions:

- ☐ اخر موعد للتسليم هو يوم الخميس 20-05-2021 في تمام الساعة ٩ مساءً.
- ☐ الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- ☐ يتم تسليم المشروع في صيغة ملف pdf مع الالتزام بنموذج الجامعة ولن تقبل أي مستندات أخرى.
- ☐ يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- ☐ يجب الالتزام بـ Theme موحد كما يلي:
  - حجم الخط 12.
  - نوع الخط Arial.
  - لون الخط أسود.
  - المسافة بين الأسطر 1.5 line spacing.
  - عدد صفحات البحث (لا تقل عن ثلاث صفحات ولا تزيد عن ستة صفحات).

Instructor's Name: **Dr. Sara Adel**

## THE IMPACT OF LEADERSHIP SKILLS ON PROJECT SUCCESS IN **YOUR ORGANIZATION**: A CASE OF YOUR OWN.

Different leadership styles are the key factor in the success of any project. Project Leaders are responsible and accountable for the success/failure of the project. There are numerous responsibilities that are assigned to a Project Leader during the leadership journey.

### **YOUR MISSION:**

Your research/project must provide an overview of information and knowledge in a corporate environment with an underlying theme of **defining leadership styles within applying the hard and soft skills** for that style needed by the leader to ensure successful project delivery in your organization. (You are required to demonstrate your understanding of the relevant body of works to real-life business research).

Choose one only of the following project leadership skills using the tools that we learned during the project leadership course; starting from identifying and assess the case till executing the project.

- Prioritization (Using tools for Estimation – Scheduling – Tracking – prioritizing stakeholders).
- Team management (Using Team structures – Team development stages – Team needs).
- Embracing Accountability (Using RASCI)
- Conflict resolution (Using the Thomas-Kilmann conflict mode instrument).
- Motivation (Using one theory of motivation – Types of motivators).
- Communication in the project.
- Influencing (Using different sources of LEADER POWER).

### **What you have to do:**

Your project task requires the preparation of a full project proposal that should contain the following components:

- **Introduction:** A detailed statement of the problem, research aim, and objectives that you would like to investigate and discuss. **(2 points)**

- **Literature Review and Conceptual framework:** An analysis of the literature relevant to the research topic that will give you the conceptual basis for conducting your research from the previous studies. **(2 points)**
- **Methodology:** Based on the conceptual framework, research aim(s), and objectives, you need to provide a detailed description of the data collection tools, data sources. **(2 points)**
- **Results and Discussion:** Description about the main findings of a research, outline your thoughts to defend your research and to emphasize the significance of it. **(4 points)**
- **References:** Lists all the resources you've used in your project, and your refereed journal articles as well. **(2 points)**
- **Appendices (If it is available in your study):** Any supplementary material you need to add. (Optional)

[Write the names of the chapters/sections of your research/ project and briefly discuss what you will write in those chapters/sections] .

Best of luck...

**Dr. Sara Adel**

## تأثير مهارات القيادة على نجاح المشروع في مؤسستك: حالة عملية خاصة بالطالب.

أساليب القيادة المختلفة هي العامل الرئيسي في نجاح أي مشروع. قادة المشروع مسؤولون عن نجاح / فشل المشروع. وهناك العديد من المسؤوليات الموكلة لقائد المشروع خلال رحلة القيادة.

### مهمتك:

يجب أن يوفر بحثك لمحة عامة عن المعلومات والمعرفة في بيئة المؤسسة الخاصة بك وهي موضع الدراسة مع تحديد أنماط القيادة في إطار تطبيق المهارات الخاصة بالقائد والمناسبة لهذا النمط الذي يحتاجه القائد لضمان تسليم مشروع ناجح في المؤسسة. (أنت مطالب بإثبات فهمك لما تم دراسته وتطبيقه بالأبحاث الواقعية في مؤسستك).

اختر واحدة فقط من مهارات قيادة المشروع التالية باستخدام الأدوات التي تعلمناها خلال مقرر القيادة في المشاريع.

- Prioritization (Estimation – Scheduling – Tracking – prioritizing stakeholders).
- Team management (Team structures – Team development stages – Team needs).
- Embracing Accountability (RASCI)
- Conflict resolution (The Thomas-Kilmann conflict mode instrument).
- Motivation (Using one theory of motivation – Types of motivators).
- Communication in the project.
- Influencing (Using different source of power).

### ما عليك القيام به:

تتطلب مهمة مشروعك إعداد مقترح مشروع كامل يجب أن يحتوي على المكونات التالية:

- مقدمة: بيان تفصيلي للمشكلة محل الدراسة، تحديد هدف البحث والأهداف التي ترغب في التحقيق فيها ومناقشتها من خلاله.
- دراسات علمية سابقة: تحليل الأدبيات والدراسات السابقة ذات الصلة بموضوع البحث والتي ستساعدك في مجال الدراسة لإجراء هذا البحث.
- المنهجية وطريقة البحث: بناءً على أهداف البحث، تحتاج إلى تقديم وصف تفصيلي لأساليب وأدوات جمع البيانات ومصادر البيانات والأساليب / الأدوات التي ستستخدمها.
- النتائج ووصف المناقشة حول النتائج الرئيسية للبحث: شرح مفصل للمشكلة محل الدراسة.
- المراجع: تسرد جميع المصادر التي استخدمتها في مشروعك، ومنها مقالات المجلات المحكمة أو المواقع المستخدمة للبحث.
- الملحقات (إذا كانت متوفرة في دراستك): أي مواد تكميلية تحتاج إلى إضافتها. (اختياري).

{اكتب أسماء فصول وأقسام (البحث / المشروع) الخاص بك، وناقش بإيجاز ما ستكتبه في كل قسم}.

كل التوفيق لكم جميعاً.....

**Dr. Sara Adel**

## Introduction:

In the contemporary era of globalization and technology, the role of effective management style, approaches and utilization cannot be denied and there is an incumbent role of leadership in the effective management. Leadership demands some unique qualities to implement the management policies and strategies with all intents and purposes in an efficient way. There has been substantial research on the topic of leadership and management, and policy makers can seek guidance from those theories in order to make effective leadership strategies and policies (Frandsen, et al, 2010).

In order to win the laurels of my strategic ambitions, some specific leadership and management skills are inevitable and should be placed in the top priority matrix. In the present times, a leadership must contain the skills of teamwork, negotiating skills, caring of others, ability to set their own goals, in addition to many other personal qualities and abilities. Furthermore, in addition to the critical leadership and management skills, the notions of corporate social responsibility and ethics are also formidable for the flawless working of an organization. It consists of the factor of integrity, honesty, diligence and appropriate behavior. The organization and its leadership must adhere to the relevant laws pertaining to management, CSR, employee's right and operation. In this paper, I aim to unveil and evaluate the crucial prospects of leadership which will be required to achieve any strategic ambitions. The evaluation will be done by paying significant attention to the relevant theories and models for the better deliberations and results (Bolden, et al, 2003). This paper focuses especially on the importance of communication for the leaders for the success.

### Research Objectives:

The research objectives of this research are as follows:

To get proper insights about the importance of effective communication skills of leaders in the overall corporate environment

How many people think that effective communication from the leadership is necessary in the overall corporate environment?

## Literature Review:

In order to endure the overall process of achieving the strategic ambitions, leaders and managers should have ardent interpersonal skills. It includes effective communication, engagement, utilizing of various techniques and tools to render the employees and teams loyal and motivated to achieve the strategic ambition. The effective management cannot be possible without the clear articulation of the strategic ambitions and objectives to each of the employee or teams. It includes the uttering of individual objectives and responsibilities, milestones, assigning of time to different activities relevant to each milestones in a clear way so that, every member of the team of employee is clear about what he/she has to do to achieve the assigned milestones in the given span of time in an effective way (Kuhnert, et al, 1987).

According to the contingency theory which states that there is no style or way of leadership which can be applied to all scenarios. This theory articulates that there might be some variables impacting any specific situation and the leader must have the ability to select the desirable course of action by paying heed to those variables. Similarly, according to the manifestation of White and Hodgson, the effective leadership is the one which is capable to balance between distinct needs, context and behavior, and the most effective leadership not only have the ability to identify these traits but also have the potential to investigate and contemplate the needs and requirements of their followers. Therefore, the leader should be able to make transitions pertaining to different leadership skills according to the impacting variables and situations in order to achieve my strategic ambitions (Kuhnert, et al, 1987).

According to the theory of situational leadership, put forward by Paul Hersey and Ken Blanchard, which is the combination of two aspects including leadership style and maturity levels of the followers, different situations expects different style and approaches of leadership and decision making. Leaders must act by judging the situations they are encountering and make transitions according to those situations. The role of relationship between managers, leaders and their team is also very important and has substantial impact on the pace of achieving the strategic ambitions. This factor or relationship is discussed through the transformational leadership theory which is also known as relationship theory. According to this theory, the leader must

have profound inspirational skills and effective communication skills, and should be charismatic so that he/she can encourage their followers to transform and become better at a task. According to this theory, leader must be one who is liked by every member of teams in the management.

## **Methodology:**

### **Research Methodologies:**

The data collection method highly depends on the type of research to be conducted. Since the main objectives are to gain substantial information about the impact effective communication by the leaders on the overall corporate environment, so that is the qualitative research. This research is concerned with the non-numerical data and depending on the words; therefore, the method implied in this research of the collection of data is through given sample. These samples will be taken for the elaboration of non-empirical data because, research interviews are important for researchers (Bryman & Bell, 2011, p. 201). Qualitative interviews are further categorized into structured, semi-structured, and unstructured interviews.

### **Data collection:**

For this research, semi-structured interviews are used to get proper insights of the factors of communication of leaders which impacts the corporate environment. The questions, which are integrated into this research, are open-ended because we wanted the opinions and perceptions of the employees working under certain leadership. For our research, we have selected a sample based on our subjective judgments rather than statistically at random; it means that we have chosen a non-probability sample over a probability sample (Saunders et al., 2009, p. 233).

### **Sampling methods:**

There are diverse prevailing techniques and types of non-probability sampling, like a quota, purposive, snowball, and haphazard sampling (Saunders et al., 2009, p. 236). The quota sampling conforms to the nature and scope of our research. The quota sampling will allow refraining from the sampling frame and will be able to achieve a

substantial likelihood of the sample being representative. Through quota sampling, there will be control over sample collected. The samples will be selected through the technique of quota sampling.

### **Ethical:**

This research will be carried out by focusing on the integral ethical and moral values. The data collection methods will be done by the consented of relevant stakeholders and the person being involved.

Research strategies:

The prevailing research is qualitative research, which will, consist of several distinct steps.

Theories related to impact of communication of leadership on the performance of the firm, which is being exploited, by many of the leading firms of the world will be elaborated. Past theories and researches are inevitable for the critical analysis of qualitative research. Then we will move on towards the research design, which will be descriptive and qualitative research with the integration of appropriate analysis techniques and tools. The results will be evaluated with the available contemporary techniques by paying heed to curtail human errors and uncertainties.

### **Results:**

As mentioned above, the qualitative research will be conducted to get sufficient insights pertaining to the research questions and objectives. The responses from the respondents will be analyzed through appropriate contemporary techniques for the analysis of qualitative data. The results after the analysis either will approve or reject the proposed research questions or hypothesis.

### **Statistical techniques:**

For the analysis of the data collected from the interview questionnaire, the statistical technique of the framework analysis will be integrated. The contemporary technique helps us to analyze the data and the result that will be deducted from this will have least probability of uncertainties and error.

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