

Everyone's Smart University

Project (Spring 2021)

Student Name	MANSOUR DHAIFALLAH ALHUMAIDAN	اسم الطالب
Students I.D	2021201992	الرقم الجامعي

Section	Date	Course Code
Master	Thursday 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. (خيارية).

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

كل التوفيق لكم جميعاً.....

Dr. Sara Adel

THE IMPACT OF LEADERSHIP SKILLS ON PROJECT SUCCESS IN FMCG ORGANIZATION

Introduction:

Business strategies all over the world have created some tough leadership style challenges for managers. To achieve goals and maintain a competitive edge, leaders should focus on taking action, taking risks, and building competitiveness. The knowledge-based approach views knowledge as a valuable commodity that, when properly managed, can help a company gain a competitive advantage and improve project efficiency. Leaders are the most important tools in successfully managing information. Leaders have a constant influence on how companies handle and execute knowledge management processes. Assumes that knowledge management processes such as knowledge acquisition, development, storage, sharing/transformation, and knowledge application/utilization are critical to improving efficiency and gaining a competitive advantage. Ordinary leadership may not be an option or the answer to survival and success for 21st-century organizations as they continue to face changes, especially with the improvement and speeding up of innovation.

For two key factors, scholars have expressed concern about the efficacy of general leadership styles in guiding employees' participation in the demanding tasks of project management, necessitating the study of entrepreneurial leadership. First, general leadership styles aren't intended to control employee actions, and they don't specify the leader's exact behavior and strategies for directing various complex project-related processes.

Leaders of high-tech companies, described as companies that devote a considerable amount of money to science, technical, research, and development activities, must learn new leadership skills in order to effectively manage their companies' processes. Entrepreneurial leadership is increasingly being described as the leadership style and actions that significantly stimulates and fosters creativity and opportunity recognition in highly demanding, turbulent, and competitive environments, according to a growing number of studies. However, there is a paucity of studies on the impact of this leadership style in project-based organizations and project performance.

Literature Review and Conceptual framework

Leadership's position in setting FMCG priorities is largely unknown. Although the management leadership literature has expanded rapidly, the growing literature on priority setting in FMCG has turned to FMCG economics and ethical approaches to develop priority setting practices.

Leadership enablers such as organizational leadership have been established. Because of their importance to project-based organizations and their management, the new Leadership style has piqued interest in performance management research in project based organizations. Leadership capacity has been described and evaluated by scholars as Leadership enablers and Leadership processes. Leadership processes include activities that promote long-term competitive advantage through information acquisition, development, sharing, and utilization.

The impact of various mediating variables on the relationship between leadership and organizational performance is investigated. It's debatable if there's a direct connection between leadership and project progress. According to previous studies, knowledge management processes should be evaluated as a mediating variable that could clarify the effect of leadership on various organizational outcomes.

The literature review is a valuable research method for managing the variety of information that emerges from an academic investigation. A systematic literature review (SLR), on the other hand, differs from conventional literature reviews in that it uses a scientific, open, and repeatable methodology to reduce bias and provide an audit trail for the study's conclusions. A systematic literature review is described as "a review in which a thorough search for relevant studies on a particular topic is conducted, and those found are then evaluated and synthesized using a pre-determined explicit process."

According to this study on leadership, it entails setting specific goals, generating opportunities, allowing employees, safeguarding organisational awareness, and developing human resource structures. Through the identification and utilisation of entrepreneurial opportunities, leadership entails inducing and guiding the success of community members toward the achievement of organisational objectives. According to Chen (2007), leadership contributes to the leader's mission achievement and performance. McGrath and Macmillan (2000) proposed that the globalised dynamic market necessitates a new form of leader due to competitive demands and rising uncertainty. As a result, they described a "entrepreneurial leader" as someone who has an appropriate "entrepreneurial" strategy and the ability to keep up with rapidly evolving markets and exploit opportunities to gain advantages ahead of and faster than others. Entrepreneurial leadership is a distinct leadership style that focuses on getting disparate talents to collaborate more creatively and innovatively in order to adapt to an

unpredictable market climate and produce a cohesive plan and novel outcomes. As a result, businesses must be able to assess and maintain their entrepreneurial leadership. Entrepreneurial leaders can lack the inspiration and charisma that transformational leaders are known for. Entrepreneurial leaders often empower and encourage subordinates through role modeling rather than motivating them to accomplish personal goals. Entrepreneurial leaders may not be identified as charismatic or inspirational as much as transformational leaders, despite the fact that they lead with a specific intent and goals. While a transformational leader employs charisma, charismatic appeals, dramatic speeches, admiration, and loyalty, an entrepreneurial leader serves as a role model for entrepreneurial action, encouraging others to follow in his or her footsteps. When comparing transactional and transformational leadership styles, transformational leadership wins out. Transformational and transactional leadership types, according to some authors, portray the leader as someone charged with an operational mission that must be completed within a specific organizational framework. Leadership, on the other hand, is based on the idea that the leader must carry out an entirely emergent organizational mission, not one that has been meticulously prepared, and discover an entirely emergent transaction collection that has not been previously visualised. As a result, there may have an increased demand for leadership as a result of the high ambiguity and confusion.

Methodology

For this report, a case study was chosen as the research strategy. , a case study is a research approach that involves empirical analysis of a specific problem within its context by integrating multiple sources of evidence. Furthermore, he stresses the importance of context, claiming that the case study approach is particularly useful when the boundaries between the topic of study and the context in which it is examined are difficult to discern. When the researchers want to gain a thorough understanding of the study's context as well as the procedures involved, the case study approach comes in handy.

The characteristics of good leaders have intrigued observers of human achievement for decades. Despite this, there is no widely recognized leadership approach that consists of a series of behaviors, characteristics, and skills that contribute to the achievement of a goal. Such an approach is proposed and supported in this article. Secondary literature is combed through to find actions, characteristics, and abilities that are linked to goal attainment.

Priority conflicts arise often in industry. For instance, if you want quality, you won't get quantity (and vice versa). As a leader, you are required to set your team's goals, assisting them in completing all of their tasks in a manner that increases long-term success, minimizes risks, and embeds ethical decision-making at all levels of your company.

Putting rank ordering aside and returning to first principles is a safer way to define goals. To put it another way, every initiative must have three interdependent variables: goals, finances, and timing. Without clear goals, sufficient resources, and a realistic time period, you won't be able to achieve the desired impact of a project. You must move the others if you push or pull on one of the triangle's legs.

Results and Discussion

Effective leaders understand how the various components (people, processes, technology, and so on) work together to form a cohesive whole. To do so, you must examine how the different components of the company work together. Time is often a factor in efficiency. The tick reflects all of the qualities needed for the parts to communicate with one another. The strength of those qualities is represented by the tock. To be harmonious, the leader must have a clear understanding of how the parts work together (tick) and fit into the whole at the appropriate level of strength (tock). Without efficient time management, none of the above steps can accomplish much. Effective time management does not imply that you must be occupied at all times. It's how those minutes are spent on high-value tasks that can make a difference. Working on administrivia and reacting to consumer emergencies every day cannot guarantee the long-term survival of their organizations. "Working on high-payoff business-building projects should be your top priority as a manager.

References

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