

# Everyone's Smart University

## Project (Spring 2021)

|              |                            |               |
|--------------|----------------------------|---------------|
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| Section | Date                        | Course Code |
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## PROJECT LEADERSHIP

### Instructions:

- ☐ آخر 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 Ade**

## **Launching a New Product for Care Products Line**

### **1. Introduction**

Leadership is the ability to influence, guide and motivate over the behavior of others in a group. It is the ability of an individual or a group of individuals to influence and guide members of an organization. Leadership Management is considered one of the most important ways of a successful organization, increasing productivity, the optimal solution, and the most reliable way to reach the goal with the lowest costs and the highest gains. The success and failure of the project depends significantly on the leader capabilities and his influence on his team and his followers.

#### **1.1 Project overview**

The organization seeks to launch a new product within the care and cosmetic products line as a result of the expansion of the market and the increase in demand for these types of products and changing in customer needs, which will increase market share for the organization. The company appointed a leader to manage the new product launching team which my manager and I am a part of this team. This research will focus on how the leader led and managed his team to success the project and achieved the goal.

#### **1.2 Goal**

Effectively and successfully establish new product name, brand, and position and cross-sell new product to existing customer base by a good managing the teamwork.

### **2. Literature Review**

Leadership in general affects employees greatly, as having good leadership reduces employee stress and tension, and leaders who listen to their team and understand their complaints and circumstances and work to smoothly overcome problems with them keep their employees for a long time, and a happy employee has his performance at work. [1]

Democratic leaders make the final decisions but engage their team members in the process. Team members tend to have high job satisfaction and are productivity because they are more involved. [2] [3]

Hicks and Gullett summarized leadership skills into three categories, namely technical skills, human skills, and conceptual skills. [4] Human skills are essential throughout all management levels and conceptual skills are the most important at top management levels where decisions making, long-term planning. [5]

My Manager is distinguished by his democratic style, which encourages those who around him to contribute to expressing their opinions, participating in decision-making, and discussing it. He motivates us to work and encourages a group spirit in us, which creates a harmonious atmosphere.

He does not deal in a harsh manner or impose orders, and he always makes us feel the importance of our opinions and gives us the freedom to express our views. He has the listening skills, effective and soft communication, and providing support and incentives to encourage work and continue to succeed.

### 3. Methodology

A qualitative approach was taken to study the leader's style, skills, and his effective leadership.

- **Objectives:** this research aims to create a new product name and brand and launch it in the market in an effective and successful manner.
- **Data Collection and sources:** Qualitative data was collected through observation, meetings, working/reconciliation sessions, focus group, emails, phone calls and face-to-face discussion.

#### 4. Results and Discussion

After collecting and analyzing data in order to study the leader's skills, styles and the way of the leading the team of the project, we can summarize the results as follows:

4.1 Prioritization: He prioritized tasks and work based on three important criteria: time, cost and resources by focusing on time and resource and but the right investment in the adequate product. In addition, he addressing the main aspects of the project in the ckik off meeting and answering on the main questions related to the project like(who, where, what, when, how and why) to build a clear picture for the team about the project and open the dialogue window for them to participate.

- Estimation: he looked through all available data to propose the time, cost, and resources needed and let the team contribute to put their inputs and using two main techniques which are group consensus to poll the group and reach consensus (buy-in) and statistical models (Confidence Level ) [6] to express the precision and uncertainty of the three variables in a certain acceptable range after agreed with management and team.
- Scheduling and Tracking: The leader met with us and suggested some tools for the scheduling and tracking process, and he listened to all of to reach an agreement about the appropriate method to be used which was Gantt Chart.

4.2 Team management: In the team building phase, the leader was restricted to choosing his team from different specialties and with various skills in order to obtain an integrated and capable team, so the team structure was interdisciplinary team and the decisions are often made at the group level. He clearly defined the team members roles and assigned the tasks accordingly. The selection of the team with this diversity of skills and specializations, because he believes in intellectual and cognitive diversity, it contributes to the success of the project and creating a creative environment.

#### 4.3 Embracing Accountability (Using RASCI):

Accountability within a team requires team members to be clear about what they are doing, have responsibility for carrying out their tasks. Therefore, my leader selected RASCI matrix to be used to assign the various roles for completing tasks and deliverables of the project (see appendix).

#### 4.4 Conflict resolution

Our team involve different experiences, disciplines, perspectives and backgrounds. This diversity can improve problem solving, spark innovation, and drive performance. On other hand, sometimes differences can also lead to misunderstanding, conflict. Therefore, in this section I will explain the sources of the conflict and strategies that used by our leader to keep working relationships healthy and productive. The main sources of the conflict ware project priorities and technical beliefs due to diversity in disciplines and the desire to show their abilities and impose their opinions. There was some misunderstanding, the voices rose, and some members refused to work together, and my leader was noticing body language like crossed arms and tone of voice for the team. Negotiation skill was one of the most important skills of our leader, which contributed a lot to resolving most of the conflicts between team members, and there are other methods as follows that he used to separate the disputants or to reach a common ground between individuals.

- Set clear rules and norms for work and communication.
- Provide the needs of each member as possible in terms of (motivation, challenge tasks, appreciation, independence, leadership, rewards ... etc.)
- Build a trust and conduct open meeting
- Listens to all parties patiently and judges fairly

#### 4.5 Motivation

As I mentioned previously, he used to rewards and show the appreciation for good performance to motivate his team and keeping up the good work. In addition to that he shows their team how their work is beneficial to the causes they care about. So, he used both type of motivation extrinsic and intrinsic.

#### 4.6 Communication in the project.

The benefits of building an effective team within the workplace cannot be understated. Because it is crucial to their success. Effective communication within a team will build a common purpose among team members. Strong group communication will create strong relationships within a team. Therefore, the communication process through the team as follows:

- Identify communication technology/methods between team (emails, conference call, meeting..etc)
- Identify the information management system and information flow
- Arrange a regular panel discussion /updates by (emails, reports, meetings, focus group, brainstorming)

#### 4.7 Influencing

From this standpoint, our team leader realizes the importance of influencing others, so he followed a policy of rewards and offered symbolic and financial rewards, short trips for having fun a for outstanding performance and innovations. Moreover, the team was influenced by him in an attractive manner, due to his respect, dignity and good behavior, so he was a role model and referent for everyone.

## 5. Conclusion

At the end of the research, I would like to commend my manager for his effective and compassionate leadership of the team, and I hope that the project will be successfully completed by the end of 2021.

He was a supportive, patient, just person who listens to everyone and provide assistance to everyone. He was not strict or harsh, and this may have a negative side, which is the leniency of the team and the great flexibility in work and time, which effect on the work progress. I have learned a lot from him, and I am still learning, and I believe that the human aspect of managers and leaders in general is an essential and required aspect to manage and influence your team to achieve your goal.

## References

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## Appendix

This is a sample of a responsibilities matrix

|            |                                   | ROLES      |         |             |             |                     |                   |                    |                      |                        |                  |            |                 |                   |   |
|------------|-----------------------------------|------------|---------|-------------|-------------|---------------------|-------------------|--------------------|----------------------|------------------------|------------------|------------|-----------------|-------------------|---|
|            |                                   | Manager    | Sponsor | Stakeholder | Team Leader | Production Engineer | Planning Engineer | Quality Specialist | Marketing Specialist | Maintenance Specialist | Customer service | Accountant | Risk Specialist | Financial auditor |   |
| Tasks      | Status                            | Management |         |             |             | Project Team        |                   |                    |                      |                        |                  |            |                 |                   |   |
| Initiation |                                   |            |         |             |             |                     |                   |                    |                      |                        |                  |            |                 |                   |   |
|            | Set the goals                     |            | A       | I           | C           | S                   |                   |                    |                      |                        |                  |            |                 |                   |   |
|            | Define the scope and deliverables |            | A       | I           | I           | R                   |                   |                    |                      |                        |                  |            |                 |                   |   |
| Planning   |                                   |            |         |             |             |                     |                   |                    |                      |                        |                  |            |                 |                   |   |
|            | Allocate resources                |            | A       | I           |             | R                   | S                 |                    | S                    |                        |                  |            | I               |                   | C |
|            | Set the budget                    |            | A       | I           | I           | R                   |                   |                    |                      |                        |                  |            |                 |                   | I |
|            | Risk management                   |            | I       |             |             | A                   |                   |                    |                      |                        |                  |            |                 | R                 |   |
| Execution  |                                   |            |         |             |             |                     |                   |                    |                      |                        |                  |            |                 |                   |   |
|            | Production and packaging          |            |         |             |             | A                   | R                 | S                  | S                    |                        | S                |            | I               |                   | I |
|            | Quality Management                |            |         |             |             | A                   | S                 | S                  | R                    |                        |                  | I          | I               |                   | I |
| Closing    |                                   |            |         |             |             |                     |                   |                    |                      |                        |                  |            |                 |                   |   |
|            | Lunching to the market            |            | A       | C           | I           | S                   | A                 | R                  |                      | S                      |                  | S          | I               |                   | I |
|            | Marketing management              |            | A       | C           | I           | S                   | A                 |                    |                      | R                      |                  | S          | I               |                   | I |
|            |                                   |            |         |             |             |                     |                   |                    |                      |                        |                  |            |                 |                   |   |