

Everyone's Smart University

Project (Spring 2021)

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PROJECT LEADERSHIP

The Impact of Leadership Skills on Project Success in Communication

1- Introduction

Leadership is one of the most important qualities for any project manager to ensure project success. Because the leader leads the project either to success or failure through his experience and abilities to lead the work team and create harmony with the stakeholders. It is through successful leadership that the team is able to complete the

work in the required manner and time. Also, a successful leader has effective communication from all parties, including stakeholders, the work team and customers. Communication in general is one of the most important advantages of a leader because through him he can communicate the idea correctly and without fatigue. Communication requires many skills, including writing and speaking, to correctly communicate the idea. Communication skills are easy for many. However, in reality they are very difficult, and it does not everyone can master them. The coach and a transformational and visionary leadership style is one of the most successful types of leadership, and the project leader was thus a leader and at the same time a trainer and teacher for his team. He also helps to develop them and improve their communication skills in order to become a successful project.

2- Literature Review

There are many that do not give effective communication any significance because it is not convinced, such as what Jouany and Martic said “Effective leadership communication is not just a new business buzz phrase. It has a clear and critical impact on an organization’s bottom line. Moreover, good communication is one of the most important leadership traits.” (Jouany and Martic ,2021). Communication is very important to attract anyone through any topic you bring up, also the leader needed it in meetings and also with clients. Myatt said “If you don't develop meaningful relationships with people you'll never know what's really on their mind until it's too late to do anything about it.” (Myatt,2012).

3- Methodology

By monitoring the relationship between the leader and his team and customers in the chocolate factory, which has met with great and impressive success, and one of the most important reasons is the leader's high communication skills.

Tab.1

Duration	Team level
Before the leader starting works 0 to 1 month	Low level
Three months later	I intermediate level
Six months later	Good level
The end of the project	High level

4- Results and Discussion

Through research, it was found that the leader is the one who helps the success or failure of the project. What we have witnessed in the research is the leader's communication skills that contributed to the success of the project from a weak level to a high level for the team members. One of the reasons for it is the development of the team's communication skills, so it helped to raise the project significantly. The team at the beginning of the project was confused. Everyone does not know what they are doing. He does not accept any opinion from the other, because he was expecting him to want him down. They did not work in a team but rather individually. After the arrival of the leader and the development of communication skills, everything changed and they became one team.

5- Conclusion

In the end, every project that needs successful leadership, such as the chocolate factory, has radically changed, developed and succeeded after the arrival of a successful coach, also He is a transformational and visionary leadership style because he defines clear goals also a clear and creative vision.

References

Jouany and Martic (2021, Jan 05). 18 Leadership Communication Trends to Look For in 2021. Retrieved from

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