



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

Master

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(PMG511)

PROJECT LEADERSHIP

Assignment (1)

During our study about Leadership, we learned the difference between manager and leader, adding to that we studied traits, and styles of leaders and leadership.

In our first assignment, you will research and write about **a modern project leader** of your choice . Carefully consider his traits, styles, and detect any different situations for his/her leadership in today's organizations.

Your Task

1. Select a leader either a “good example or a bad example.”
2. Research your chosen leader, identifying **evidence** of his/her traits, styles, and leadership situations.
3. Write a **four-paragraph essay** profiling your chosen leader.
 - First, introduce your leader, and state why you selected him/her. Was their leadership effective or not effective?
 - Next, detect the traits and style of your leader, and why you chose that style for him/her?
 - Next, describe the leadership situation your chosen leader was in and so you chose for him that style?
 - Finally, conclude with a short description what is your personal leadership style and how effective it has been for you?

Howard D. Schultz Authentic Leader

Outline

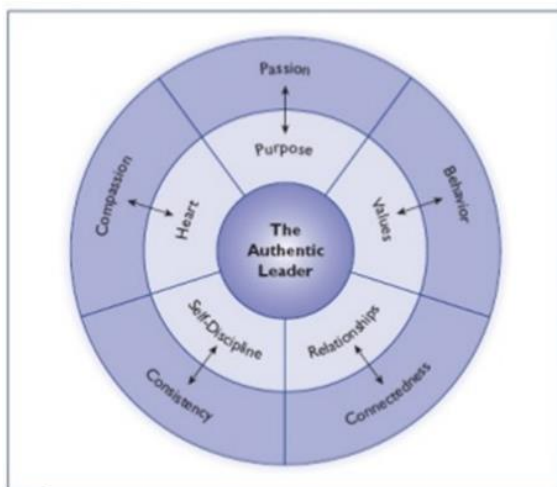
- Introduction
- Leader example: Howard D. Schultz
 - Introduce the Schultz
 - The reason for select the Schultz as leader
 - Leader Effectiveness
- Leader styles and traits
 - The reason for select the leadership style
- Describe of leadership situation for leader
- My leadership style and effectiveness
- Conclusion

Leadership is among the most studied concepts across the globe. It is a term that is linked to the failure of organizations and functions as a scapegoat for the same. It is an expansive term whereby a single definition may not be inclusive of all its components. Northouse (2018) describes leadership as a process by which an individual influences a group of people towards the attainment of a common goal. On the other hand, Novicevic and his colleagues (2005) describe leadership as the behavior quality of an individual whereby the person guides the activities of other people or the people towards the attainment of a single goal. The second definition associate's leadership with behavior, while the first one associates it with a process. In this article, I will talk about authentic leadership, and in particular, Starbucks' founder Howard Schultz, who has this style of leadership.

Howard D. Schultz: is an American businessman. He is the chairman and chief executive officer of Starbucks Coffee Company. Schultz derives his inspiration from his own lives and was inspired by his fathers' experiences with poor health to make Starbucks the first American company to provide health care options to part-time employees. To create a business that was a representation of his personal beliefs,

Schultz intentionally used his life experiences. Schultz is one of the inspirational, authentic leaders I've been reading about, and I've chosen to write about him for several reasons. He is a passionate leader in how products or services enhance the lives of their employees and customers more than he is passionate about the product his businesses produce. He is benevolently treated employees. The authentic leadership style of Schultz left a template for other business owners to adopt as they establish their own companies, and his leadership style has shown its efficacy in Starbucks' success and the spread of its branches around the world. Evidence from various research has shown that authentic leadership leads to positive outcomes. Besides, it leads to job satisfaction and work engagement.

Authenticity means “worthy of acceptance or belief as conforming to or based on fact” (Merriam Webster, 2020). The authentic style of leadership is considered one of the most recent theories of leadership, since it emerged as a result of the emergence of transformative and charismatic theories. The concept of authentic leadership was created by the American business professor Bill George, in his book *Authentic Leadership*, published in 2003. There are five dimensions George mentioned in his book:



1. Purpose and Passion: Passionate individuals are interested in what they do, are inspired and intrinsically motivated, and care for the work they do.
2. Values and Behavior: authentic leaders acting in accordance with their beliefs.
3. Relationships and Connectedness: They are able to share their experiences and listen to others' experiences and are communicative with their followers.
4. Self-discipline and Consistency: ability to focus on a goal and move forward towards that goal even in the face of setbacks.
5. Heart and Compassion: sensitive to others' needs and are able to help them.

When we think of Starbucks, comes to our mind is it the white cup with the company's green logo, it is simply coffee. But when we search for Schultz, we find a leader who has played a role in brewing his success based on people, not profits. I have read many articles about Schultz, and they mentioned different situations help made him as authentic leader, and help grew his brand. Schultz reinvigorated the coffee industry while building one of the world's largest coffee chains with an employee-centric team. He use tow classic practices Intellectual stimulation and clear vision. Schultz certainly challenged the status quo with his plan, to create Americans' "third place," the most-visited site after home and work. The "third place" concept involved retail locations with inviting decor, calming music and famously speedy Wi-Fi so patrons would feel at home. Whereas other grab-and-go food stops are less inviting, Shultz was bold enough to imagine a place that felt more like home. This helped him become a category king of coffee chains.

My result from the leadership style quiz is a open book style of leadership. It generally I tend to take feedback from others and make decisions based on the summary of those inputs Since it is difficult for me to be an expert in all fields, I will be assisted by input from group members with their specific experience and expertise to make decisions more productive and precise. After reading through the different leadership styles, I feel that transformational leadership model is the style that fits me best Because the nature of the work I do requires me to be a transformational leader to play a critical role in developing transforming teams to achieve the goals of the 2030 vision. Finally, there is a need for leaders who creating the right vision, getting people to embrace the vision, maintaining momentum and managing change.