

Everyone's Smart University

Project (Spring 2021)

Student Name	Abdulaziz Abdulhalim Sherbini	اسم الطالب
Students I.D	2021203297	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 9 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 المشروع. 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

OD project, TAMER Group Insurance Department IND

1. Introduction

Over the last 95 years, the group has significantly grown and expanded its operations to cover more 50 locations in Saudi Arabia and MENA countries. Where this expansion resulted in high number of pharmaceutical and medical goods mainly to be moved all over the world.

From an insurance point of view, the size of business could be profitable considering business size and nature. However, without proper controlling of arising risks, this could have negative impact on the group risk reputation over the insurance market and result in increasing insurance premiums and limitation of cover.

This research spots out an organizational development project over the insurance and risk department in Tamer Group, one of the leading healthcare, beauty care, prestige products, and fast-moving consumer goods company. Where most of its operational risk arise from logistics and warehouse management functions.

1.1. Project scope:

To study and develop an internal and external procures and protocols related to all insurance department functions for the purpose of improving department efficiency and enhancing functions-related outcomes. The project is sat to be initiated on 15/12/2018 and to be completed by 01/12/2019 with expected minimum outcomes of:

- 1- Increase corporate awareness about operational risks and insurance policies limitations.
- 2- Reduce claims provision by 70%
- 3- Gain renewal premium by maximum inflation of 5%

1.2. Project purpose:

addressed Issues that need to be rectified through this project:

- 1- loss of claims
- 2- Long time for shipment declaration
- 3- Inaccurate properties data
- 4- Suffering from Underinsurance
- 5- Lack of since of responsibilities

1.3. Project Plan

- 1- Recruitment of new skilled professional
- 2- Clear existing damages and claims
- 3- Conduct awareness programs for concerned departments.
- 4- Outline new procedures for handling insurance related tasks.

- 5- Outline SLAs with external parties
- 6- Design and test new WMS and SCMS
- 7- Present and project outcomes to board members.

2. Literature Review

Before reforms insurance industry in Saudi Arabia was scattered, unstructured, uncontrolled, unguided and unmonitored. The customers were at the mercy of the insurers who very often tend to fail in payment of insured claims. Many times in case of big claims the insurance companies declared themselves insolvent and closed. The government of Saudi Arabia realizing the importance of the existence of a dynamic insurance industry for economic growth decided to standardize the insurance activities in Saudi Arabia. As a result following regulation was passed “The core legislation pertaining to insurance market regulation and control is the Cooperative Insurance Companies Control Law promulgated by Royal Decree No. M/32 dated 17.05.1405H (Cooperative Insurance Companies Control Law)”. The first step in this direction was assigning the Saudi Arabian Monetary Agency (SAMA) the authority as regulator of insurance activities in Saudi Arabia. This legislation is supported by and amplified by Implementing Rules to the Cooperative Insurance Companies Control Law promulgated by Royal Decree No M/32, (Implementing Rules) published by SAMA. To better focus on the market activities the regulatory responsibilities of health insurance was assigned to Council of Cooperative Health Insurance (CCHI). Regulations regarding compulsory health insurance are contained in the Cooperative Health Insurance Law promulgated by Royal Decree No M/10 dated 01.05.1402H (Cooperative Health Insurance Law). The following section presents a brief about the functioning of both the regulatory bodies.[1]

3. Methodology

The most important policies in terms of its impact toward group sustainability and profitability are the Marine and Fire policies. they cover risks that arise from importing, exporting, distributing, and storing all types of goods related to business. Eventually, previous attempts were carried by department officials to improve corporate risk and reduce insurance premiums paid over the years. The main course of actions were:

- 1- Recruitment of new skilled professional
A new skilled member was induced to IND who came from insurance brokerage industry, assigned as insurance supervisor reporting insurance and risk manager. Who's main goal was to review existing policies and analyze and risk/mistake with workflow for SC and WHM
- 2- Clear existing damages and claims

Weekly meeting was conducted with insurance company in Parlier with concerned department (SC and WHM) to review and workout all existing damages to close their claim files. This task has been carries 6 months. Including field surveys and risk assessment across all group branches and warehouses

3- Conduct awareness programs for concerned departments.

In coordination with our insurance partners, five sessions were carried addressed to teams working in SC and WHM across the group branches.

4- Outline new procedures for handling insurance related tasks.

5- Outline SLAs with external partis

6- Design and test new WMS and SCMS

Upon drawing protocols outlines, new system project was carries by PMO to develop new warehouse management system that assures complete integration with all operations related department.

7- Present and project outcomes to board members.

Task no	Concerned Department
1- Recruitment of new skilled professional	HR
2- Clear existing damages and claims	IND
3- Conduct awareness programs for concerned departments.	IND
4- Outline new procedures for handling insurance related tasks.	IND, SC, WHM
5- Outline SLAs with external partis	IND
6- Design and test new WMS and SCMS	IND, SC, WHM
7- Present and project outcomes to board members.	IND

4. Results / Discussion

a. Improved organization efficiency.

By reducing response time to potential operational risks and increase awareness across concerned parties in relation to procedures and protocols.

b. Improved relationships with external parties (insurance companies)

Improved practices and professionalism across the company employees improved our relationship with insurance companies resulting from lower claim ratio and improved commitment to policies warranties.

c. Opportunity to improve risk management for the future business expansion.

Reducing claims provision open the road for streamlining workflow and allowed for development of new WHMS which is considered a milestone in business expansion and opportunity for future growth.

d. Enhance corporate reputation within market.

Resulting from improved policy performance, and lower loss ratio, corporate image has been enhanced which give us the upper leverage at the time of policy renewal with competitive rates being quoted and enhanced reputation in reinsurance market.

e. Reduced claim rejection ratio.

Reduced claims and losses along with enhanced claim provision, has led to lower claim ratio and maintained stable policy performance.

f. Reduce employee turnover and increased rotation efficiency.

Workload and intensity has been reduced due to automation of most insurance related functions across various departments which led to creative and more stable work environment and reduced employees turnover within IND

5. References

1. (2011). Analysis of the Impact of Reforms on Insurance Industry of Saudi Arabia. Dr. Zaid Ahmad Ansari