

Everyone's Smart University

Project (Spring 2021)

Student Name	Alia Yahya AlSugaih	اسم الطالب
Students I.D	2021202818	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 موحّد كما يلي:
 - 0 حجم الخط 12.
 - 0 نوع الخط Arial.
 - 0 لون الخط أسود.
 - 0 المسافة بين الأسطر 1.5 line spacing.
 - 0 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.

- o Prioritization (Using tools for Estimation – Scheduling – Tracking – prioritizing stakeholders).
- o Team management (Using Team structures – Team development stages – Team needs).
- o Embracing Accountability (Using RASCI)
- o Conflict resolution (Using the Thomas-Kilmann conflict mode instrument).
- o Motivation (Using one theory of motivation – Types of motivators).
- o Communication in the project.
- o 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.

- o Prioritization (Estimation – Scheduling – Tracking – prioritizing stakeholders).
- o Team management (Team structures – Team development stages – Team needs).
- o Embracing Accountability (RASCI)
- o Conflict resolution (The Thomas-Kilmann conflict mode instrument).
- o Motivation (Using one theory of motivation – Types of motivators).
- o Communication in the project.
- o 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 effect of charismatic leadership style and its communication skill on the project

Introduction

Leadership is a process by which an executive can direct, guide and influence the behavior and work of others towards accomplishment of specific goals in a given situation. Leadership is the ability of a manager to induce the subordinates to work with confidence and zeal. He is also capturing the essentials of being able and prepared to inspire others. Effective leadership is based upon ideas—both original and borrowed—that are effectively communicated to others in a way that engages them enough to act as the leader wants them to act. A leader inspires others to act while simultaneously directing the way that they act. They must be personable enough for others to follow their orders, and they must have the critical thinking skills to know the best way to use the resources at an organization's disposal.

Leadership is also about setting a positive example for employee to follow, by being excited about the work, being motivated to learn new things, and helping out as needed in both individual and team activities. Also, confidence in a leader helps establish trust.

According to Keith Davis, "Leadership is the ability to persuade others to seek defined objectives enthusiastically. It is the human factor which binds a group together and motivates it towards goals."

Charismatic leadership style

Charismatic leadership is basically the method of encouraging particular behaviors in others by way of eloquent communication. Charismatic leaders motivate followers to get things done or improve the way certain things are done. This is accomplished by conjuring up eagerness in others to achieve a stated goal or vision.

Charismatic leadership is tightly connected with the persona and charisma of the leader, it is more personality bound than any of the other leadership styles. The charismatic leader often connects to his or her personal view on morals and passion. The charismatic leader also plays on the emotions of his or her followers, who in turn recognize and appreciate the morals and passion of their leader.

Communication skill

The skill of communication is closely related to the charismatic style. So charismatic leaders are communicators who are extremely skilled. These individuals are very eloquent verbally and they have the ability to communicate with the people they lead on a profound, emotional level. Charismatic leaders are powerful communicators who can articulate a vision that is meaningful to their employees. They communicate their goals and directives through colorful, imaginative and expressive manners.

Literature review

Charismatic communication style is an essential part of charisma, and it is linked to followers' satisfaction and performance (Howell & Frost, 1989). As an example, all of the four primary areas in Bass's prominent theory (see figure 1) are related to charismatic communication in one way or another. Qualitative research on charismatic leadership has also emphasized the importance of communication (Bryman, 2004; De Vries, Bakker-Pieper & Oostenveld, 2010). Strong delivery in communication is perceived as charismatic and effective, and also inspiring the followers and committing them into the leader's vision (Awamleh & Gardner, 1999; Den Hartog & Venburg, 1997). Poor communication on the other hand can lead to decreased morale and motivation among employees (Spaulding, 1997).

Antonakis, Fenley & Liechti (2012) studied charismatic communication as a learnable skill set. They brought up nine verbal and three non-verbal elements. The verbal skills consist of inserting metaphors, stories, contrasts, rhetorical questions, three-part lists, integrity, collective emotions, high expectations and confidence into the communication. One of the main purposes of these tactics is to influence the followers' beliefs and intrinsic

motivation. The three-part lists calls for a little explanation; it is about summarizing a message into three key points, creating a memorable pattern for the audience. The non-verbal skills include the use of facial expressions, gestures and animated voice tone. Leaders can display a wide variety of emotions by using non-verbal tools, such as pauses in speech (conveying control), whispering and speaking loudly (creating contrast), smiling (conveying happiness), showing fist (conveying determination) and making eye contact (engaging with the audience). Shortly put, leaders should connect, compare, contrast, engage and distill, while showing integrity, authority and passion. The goal is to establish an emotional connection to the followers, and to make the leader perceived as powerful, competent and respected.

Methodology

According to the project that has been chosen in the PMG 506 research, which is a healthy restaurant project, Employees were interviewed to gauge their satisfaction with the charismatic manager. Interviews were semi-structured. This type of interviewing allows both "what" and "how" type of questions (Eriksson & Kovalainen, 2008). The use of the method was justified mainly by its suitability to the research question. There were five interviews conducted in total. It seemed like a sufficient amount, because it provided enough material to make the research valid, while not being so large that drawing conclusions and themes would become too difficult. Moreover, after five interviews it felt like coherent themes could be formed.

Result and discussion

Based on the interviews, we discovered that the charismatic personality has a great influence on the team in terms of motivating them to get the job done in the fullest way, setting a vision and knowing how to strive for it. Also, the confidence of the charismatic manager made the team feel equally strong and confident in what they were doing. And with regard to the skill of communication, as we mentioned before, and as we noticed after preparing the interviews, the charismatic personality has the skill of communication

greatly. Charismatic leaders are powerful communicators who can articulate a vision that is meaningful to their employees. They communicate their goals and directives through colorful, imaginative and expressive manners.

Communication inspires action and an emotional commitment to make a difference.

References

[Leadership: What Is It? \(thebalancesmb.com\)](https://thebalancesmb.com/leadership-what-is-it/)

https://www.managementstudyguide.com/leadership_basics.htm

[What is Charismatic Leadership? \(teamworkdefinition.com\)](https://teamworkdefinition.com/what-is-charismatic-leadership/)

[Charismatic communication style in knowledge-intensive organizations \(core.ac.uk\)](https://core.ac.uk/charismatic-communication-style-in-knowledge-intensive-organizations/)