

Everyone's Smart University

Project (Spring 2021)

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PROJECT LEADERSHIP

The impact of leadership communication skill on project success

Introduction

People live in groups, and this by its nature has led to the need to someone who leads, directs and supports these groups in order to achieve the desired goals. Organizations form part of the society, these organizations are headed by a leader who supervises the setting of their goals and directs the work in them to achieve the set goals. Leadership is a process characterized by continuous effectiveness and expresses the relationship of one person to another, which is the relationship between the boss and the subordinate, and through leaders, the president can directly affect the behavior of individuals, and the subordinate can, through leadership, provide the necessary information for the manager's decisions. As a result of the difference in human nature, there is a difference in the methods used by the leader to motivate workers in order to raise the adequacy of their performance and achieve high productivity. There have been conflicting opinions about the leadership style that affects the performance of workers the most.

The main problem of the paper is to attempt to discuss the impact of leadership communication skill on project success. In addition, assignment attempts to answer the following questions:

- (1) What is the concept of leadership communication skill?
- (2) To what extent leaders implement communication skill in their daily works?
- (3) Is there any difference in implementing communication skill due to leadership style?

The main objective of the research is to investigate the impact of leadership communication skills on project success in addition to achieve the following:

- (1) To explain the concept of communication skill.
- (2) To find out to what extent leaders implement communication skills.
- (3) To find out if there is a difference in implementing leadership communication skill due to leadership style.

Literature Review

Leadership was defined by Bowman and Deal (2017, 5) as *"the process of influencing the activities of an organized group toward goal achievement."*

Leadership is categorized into six styles as follows (Goleman 2018.) The coercive one, authorization, affiliative leadership, the democratic one, the pacesetter style and the coaching style.

Müller and Turner (2010), show that leadership styles can be classified in six broad categories. These styles are directive, pacesetter, participative, visionary, coaching and affiliative.

Project management is defined as an application of knowledge, skills, and techniques to project activities in order to meet the needs of project requirements, according to Heagney (2011:25). Project is consisting of five stages: *Initiating, Planning, Executing, - Controlling: and Closing.*

Project's success is measured by achieved results and requires leadership skills for the purpose of controlling project's stakeholders, scope, budget, and timing. Project manager is considered the leader who draws the direction for the whole project team... (Roeder 2013.)

Communication. is a *two-way process of reaching mutual understanding*, in which participants exchange information, news, ideas, and feelings but also create and share meaning (Rajkumar 2018).

Moreover, communication is *a means of connecting people o places. In business, it is a key function of management-an organization can no operate without communication* (Business Dictionary.com 2018).

According to Steyn (2012) leadership communication skill refers to "leadership as functions to get things done through others in other words the project team".

Communication forms the core of project management. Because employees, we all have knowledge, different ways of understanding and receiving information so There are a variety of communication modes and styles. These modes and styles depend on communication purposes, which are communicating to, and the urgency of communication in specific situations. Communication styles can also base on individual preferences (Abudi 2013).

Mabelo (2011) states that project managers who lack skills are a “common cause of project failure”

Talukhaba, Mutunga and Miruka, (2011). It is important to determine the skills needed to communicate effectively for the benefit of the project.

Heldman (2011) states that, “the most important skills a project manager possesses are communication skills.

In this regard Campbell (2011) argued that, “good communication and strong leadership go hand in hand”.

Methodology

Research methodology involves research design, approach and methods used in the study in addition to data collection, processing and analyzes procedures. Using the appropriate research methodology will help to fulfill the research overarching aim in identifying the impact of leadership skills on project success

The descriptive analytical methodology which include quantitative and qualitative. Was used It also involves collections of quantitative information. It involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection mostly it uses graphs and charts to help the reader to understand the data distribution

Data Collection Methods

Two types of data collection are used. Secondary data and primary data, Collection of secondary data collection methods include every data resource that is available to researcher to facilitate obtaining the information needed for purposes of the research. Primary data can be collected by questionnaire

Secondary Data

Secondary data was collected for the purpose of solving the problem which the research is handling. It collected from various resources such as: books, journals, newspapers, periodicals, and the web net to collect the required secondary data. The basic advantages of secondary data are saving researcher's time and money, because of its low cost if compared with other collection methods.

Primary Data Collection

A self-administrated questionnaire was used to collect the needed primary data. The questionnaire was built based on the previous studies with 5-points Likert scale, which consisted of three main parts, started with the cover letter, then part one which included demographic information, and the third part was communication skills.

Results and discussions

Different statistical means were used to find the impact of leadership skills on project success. The results indicate type of leader and leadership style. The results illustrate communication skills which are important for managing projects successfully. It was found. Those communication skills play an important role in managing a project. In addition, leadership goes hand in hand with communication and workers preferred way of communication used by their leader. Therefore, project leader should set up a communication plan to address all predicted problems.

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