

Everyone's Smart University

Project (Spring 2021)

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PROJECT LEADERSHIP

Instructions:

- ☐ اخر موعد للتسليم هو يوم الخميس 2021-05-20 في تمام الساعة ٩ 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 مشروع. 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

THE IMPACT OF LEADERSHIP COMMUNICATION ON PROJECT SUCCESS IN MEDICAL WAREHOUSE

INTRODUCTION

Leadership is a process of social influence, which maximizes the efforts of others, toward the achievement of a goal¹. Leadership is an action, not a position. (Donald McGannon) and as stated by Michael Useem “I take leadership to signify the act of making a difference”⁶. The role of the leader is one of the most challenging jobs in any Organization since it requires broad understanding¹. In the past, the French commander Napoleon said: (An army of rabbits led by a lion is better than an army of lions led by a rabbit)⁵.

Fear and uncertainty occurred in business organizations in today's changing world. Trust and understanding should be there between leaders and all stakeholders of the organization in order to have a smooth running of any business. Leaders are playing an important role in forming the ethical agenda of their organizations. Basically, Groups cannot work without their leaders and leaders cannot operate in isolation¹.

There are different styles of leadership²:-

- 1) Affiliative Leadership Style (people come first).
- 2) Authoritarian/ Commanding/The Boss/ Autocratic Leadership Style.
- 3) Coaching Leadership Style.
- 4) Democratic Leadership Style.
- 5) Laissez-faire Leadership Style (delegate leadership).
- 6) Pacesetting Leadership Style.
- 7) Transformational / Visionary Leadership Style.

Leadership Communication

Leadership communication is defined as inspiring and encouraging an individual or a group by systematic and meaningful sharing of information by using excellent communication skills².

This paper will discuss two styles according to what we have in our work environment (Medical Supply). The previous director of the Medical Warehouse fits into the Laissez-faire leadership style and the current director fits the style of the democratic leadership style. A leader must have several skills, the most important of which is communication skill, which is our research point and one of the main differences between Democratic Leadership style and Laissez-faire Leadership Style. The aim of this study is to identify the impact of leadership communication skill on the success of the projects.

Communication is the efficient and effective transfer of information and understanding from one party to the other.

Most of the project managers' time goes to communication, where they spend approximately 81% of their time communicating because it is one of the most important reasons for the success⁷.

Communications uses.

Our communication in Medical Warehouse includes planning, preparing tenders and competitions, preparing orders, receiving them, storing them and distributing them to Hospital Departments, and recovery or return, management, control, inventory and destruction operations.

Types and Dimensions of communication ²:

- 1) formal: periodic reports, application & exchange documents and a weekly meeting
- 2) Informal: Email, SMS, or social media.

- 3) Internal / External : Communicate inside and outside the warehouse with other departments, the central warehouse, or other hospitals
- 4) Horizontal / Vertical: The leadership communicates with the employees in the warehouse or the employees communicate with each other.
- 5) Written / Oral : Communication is written, such as formal written letters or forms used, and oral such as meetings.
- 6) Verbal / Nonverbal: Communication may be outright speech or gestures and body language.

LITERATURE REVIEW

Researchers have spent much time observing the styles of leaders and have concluded that their styles can be divided into two general categories³.

1) Managing the group through paying attention and caring for the needs of individuals and ensuring that their clashes does not become serious and create a good work relationship among group members³.

2) Paying attention to the main work or task of the group, that is, work definition, meaning, when and how it should be done. They call the first democratic leadership style (circuit equation) (Morrison et al, 2007)³. Managers whose leadership style is of democratic type, are admired by their workers or underlings due to caring for individuals, paying attention to their personal affairs, behaving fairly and fairly with all the members of the group, being interested in hearing and accepting new thoughts and opinions and clarity and accuracy of statement (Sergioranni, 2003)³.

On the other hand, Laissez-faire leadership style is about the absence of real leadership, where that every subordinate in this style is free to perform his work. In addition, this style considered as the lowest styles in terms of work results and does not inspire the subordinates to respect of personality leader⁴.

Communication has been used by leaders based on their leadership capacity (Yuningsih & Mulyana, 2017)⁴. Communication is an important skill in leadership (Abdurrahman, 2017; Darmawanty, Lumbanraja & Lubis, 2018)⁴. Communication systems in all organisations such as universities are very necessary to the permanence and success of the organisations (Nakpodia, 2010)⁴. Effective communication is one's ability to impart information, transfer a rule or instruction, submit, transmit or exchange an idea to ensure the achievement of organizational goals and the achievement of individual interests through shared understanding (Oluwatoyin & Haire, 2017)⁴. In addition, effective communication is frequently cited as one of the most significant characteristics of a successful supervisor or manager (Mikkelsen et al., 2015)⁴.

The positive relationship between leaders and workers leads to success of organizations (Åhlin et al., 2017)⁴.

Communication is a predictor of a leader's leadership style and has an impact on organisational success (Luthra & Dahiya, 2015). Carter and Greer (2013) found that some sales workers revealed that among the issues of ineffective leadership is the use of incorrect leadership styles and ineffective communications their leaders. In many organizations, poor communication is a problem, where leaders need good use of communication networks in their strategies in order to practice successful communication (Bourne, 2015)⁴.

METHODOLOGY

A questionnaire survey was conducted with Ten (10) Medical Warehouse employees.

The Survey questions were as follows:

- 1) What is the importance of communication skill for working in the Medical Warehouse?
- 2) Does effective communication have a role in the harmony of employees, which is reflected in the timely completion of work in the Medical warehouse?

- 3) How does the leader follow the communication strategy between himself and the employees and stakeholders?
- 4) Did your leader (previous or current) provide you a clear picture of your responsibilities in the team?
- 5) Which of the two Leadership styles (previous director or current director) do you prefer to deal with? And why?

The purpose of the above questions was to determine the effectiveness of the communication skill that a Medical Warehouse Manager/leader must have to ensure successful work. Moreover, to determine which leadership style is better than the other for the Medical Warehouse Manager/leader to communicate effectively with the team members and ensure smooth running of the Medical orders.

RESULT & DISCUSSION

The results of the survey showed that most of the employees preferred the democratic leadership style since the leader who follows this style is engaging them in decision making and he is taking their suggestions and complains into consideration. It also demonstrated that the effective communication between the leader and his team members has a significant impact on the successful completion of work.

The main objective of this study is to explore how the communication skills of different leadership styles have more effect on the organizations specifically the Medical Warehouse organization.

Moreover, The results showed that there is a positive impact of applying the democratic leadership style. However, a negative impact was found when leader are following the laissez-faire leadership style.

In addition, this study illustrates the importance of communication in the working environment of Medical Warehouses, and its impact on the success of Medical Warehouse business.

CONCLUSION

In nutshell, this study paper concludes that the democratic leadership style is more appropriate in improving communication method in Medical Warehouse than laissez-faire leadership style.

Consequently, it is recommended that Medical Warehouse should adopt democratic leadership style to develop, grow, and mature.

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