

Everyone's Smart University

Project (Spring 2021)

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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)
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 - حجم الخط 12.
 - نوع الخط Arial.
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 - المسافة بين الأسطر 1.5 line spacing.
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Instructor's Name: **Dr. Sara Adel**

THE IMPACT OF LEADERSHIP SKILLS; COMMUNICATION IN RUBBER PROJECT SUCCESS

1. INTRODUCTION:

This research is focused in studying and analyzing the impact of the practiced Leadership in Rubber Project of ARAM Company and how the communication skill have had significantly helped the project, knowing that this project has many key stakeholders from in and out of the country.

The Leadership is all about the knowledge, skills, and behaviors required by leader to guide, motivate, and direct his team to achieve the project's goals (PMI-PMBOK, 2017). The major project leadership skills are team management, motivation, influencing, communication, decision making, conflict resolutions and visioning (Samuel Malachowsky, 2018).

In this research, the Communication skill will be the focus as it been observed as a key contributor factor in succussing the rubber project. In the project, the Communications includes the processes necessary to ensure that the information of the project and stakeholders are met. (PMI-PMBOK, 2017).

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK:

2.1 Leadership.

The Leadership can be defined as an approach to leading oneself and others in thoughtful and conscious way. This will require to develop certain areas of intelligence such as emotional and spiritual. Also, the leadership will need to develop three level of awareness related to the individual and personality and the group (Richard Johan & Liliast Marie, 2005).

The leader is the person who can see more than what others see and his vision is much higher. Also, he can have an influence power on his team to make the difference. (John c maxwell, 2000). In a project, the leader is responsible to ensure that his team is focused and to provide them with all needed support to complete their tasks and to ensure that they work in a healthy environment. Also, one of the most important characteristics of the

project leader is to have an excellent communication skill by using a written and oral communication (Marco Wells, April 2018).

2.2 Theoretical Concept of Leadership.

In the current literature, there is many explanations, classifications, theories and definitions about leadership. A tremendous effort been exerted to classify different dimensions of active leadership and it resulted in generating considerable researches of leadership styles and behaviors. Many researchers and experts have developed a consensus that, with the time passed, the leadership has gone through several evolutions that draw its reflection on the leader's name and traits. As a summary, that during the twentieth century, the main theories have had included; the Great Man theory, Trait theory, Process leadership theory, Style and Behavioral theory, Transformational, Transactional and Laissez Faire leadership (Zakeer Khan, 2016).

2.3 Leadership Style.

Most of the work that been done effectively not resulted only from the leaders them self, but also from the way been set to coordinate and handle the activities. This normally demonstrated in the leadership styles. Typically, there is six of the best and effective leadership styles and the best leader who can switches between them based on the situations.

Four of these styles can create a kind of resonance that could boost the performance such as visionary, coaching affiliative and democratic styles. On the other hand, there is other two styles that may useful for specific situation, if applied with cautions, such as pacesetting and commanding (Daniel Goleman, Richard Boyatzis and Annie McKee, 2002).

Following table show a comparison on the aforementioned styles from resonance, impact and appropriateness aspects (Daniel Goleman, Richard Boyatzis and Annie McKee, 2002) :

Leadership Style	How It Builds Resonance	Impact on Climate	When Appropriate
Visionary	Moves people to shared dreams.	Most Strongly Positive	When new changes are required in our self, others and organizations
Coaching	Connect employee needs with organization's target.	Highly Positive.	Best for teams who have the desire to succeed and are motivated.
Affiliative	Create harmony by connecting people to each other.	Positive.	To strengthen connections and motivate during stressful times.
Democratic	Values' people input and gets commitment by participation.	Positive.	To build buy-in or consensus, or get valuable input from team.
Pacesetting	Meets challenging and exciting goals.	Because of poorly execution, often highly negative.	To get high quality results from a motivated and competent team.
Commanding	In crises or emergency, soothes the fears by giving clear direction.	Because of misuse, highly negative.	In crises, emergency or with a problematic employee.

2.4 Communication in the Project.

One of the most and powerful skills in managing a project is to have a communication skill. Projects with high levels of complexity and uncertainty, it becomes a vital to establish an effective communication with project team members and stakeholders. This certainly will increase the probability of the project success.

There are three main processes in project communication management and can be summarized as follow (PMI-PMBOK, 2017):

- I. Plan Communications Management: To develop an appropriate approach for communications activities based on the information needs of each stakeholder.
- II. Manage Communications: To ensure timely collection, creation, distribution, storage, retrieval, management, monitoring, and the ultimate disposition of project information.
- III. Monitor Communications: To ensure the information needs of the project and its stakeholders are met.

2.5 Leadership and Communication.

Achieving successful project is a challenge, though it can be improved through proper project communication that clarifies project tasks and enables stakeholders to be involved especially at project initiation phase where their influences are high. By maintaining an effective communication with the project team and other stakeholders, this will establish understanding, trust, build coordination and support from a variety of project personnel (Kasimu Ssenyange, 2017).

The leader will be an active listener and open minded and use the best communication method, such as face to face meeting with his stakeholders in order to ensure a very healthy workplace.

3. METHODOLOGY:

The project communication has an impact on rubber project performance and I have investigated this relationship by looking to the number of complaints\claims and changes made in the original project scope. The selected methodology and data related have been collected by reviewing the project communication management system, auditing report and the project change log.

4. RESULTS AND DISCUSSION:

After the investigation, it was found that the project leader established a robust project management system that led to a successful project. Although the project was the first from its in-kind and had multiple key stakeholders, but the leader had managed to identify and document all the requirements from the project inception time and got the engagement and the full support from all the stakeholders throughout the project development cycle until the project closeout. After that, A meeting was held with project sponsor (as he was one of the project key stakeholder) to know more about his level of satisfaction from the performed work as well as from the project leader and his response was that the project success was attributed to the project leader outstanding communication that demonstrated throughout the project. Also, we have looked to the resume of the project leader and we conducted one meeting with him and we found that he has a charismatic leadership and supported with a lot of years of experience in project management.

5. CONCLUSION:

The project communication processes if been followed in any project, this will increase from its probability to success. The leader will need to be an effective communicator where he needs to demonstrate his ability to convey information to all stakeholders

effectively and efficiently. This research revealed that the project leader of the Rubber Project had successfully managed his project by deploying a project communication knowledge effectively.

6. REFERENCES

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