

Everyone's Smart University

Project (Spring 2021)

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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 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

Leadership & Motivation

Introduction

What is motivation? Motivation is what drives people to success. Motivation plays a critical role in employee productivity, quality and speed of work. Leaders are typically held accountable to motivate their team, which is quite challenging. In fact, it is difficult for leaders to motivate their employees, because people are already motivated. The question then is not whether someone is motivated, but why they are motivated and what they are motivated to do.

There are at least two major influences that affect how individuals perform in their environment. These influences include: i) the type of leadership that exists, and ii) personal motivation. While neither is scientific in nature, there is significant research that identifies some theories and general conclusions about why people perform, how they perform, and why some people display different behaviors.

In this research I will prove that motivation can lead to incredible outcomes and can achieve organization goals. In this case I will take Taldeen company (Tasnee Affiliate) as an example, where I am working on and how I succeed to increased productivity of employees in logistics department that affected positively on supply chain KPIs.

Literature Review

Motivation can be defined as “the extent to which persistent effort is directed toward a goal”[1]

The first aspect of motivation refers to the amount of effort being applied to the job. This effort must be defined in relation to its appropriateness to the objectives being pursued. One may, for example, apply tremendous effort to inappropriate tasks that do not contribute to the achievement of the stated goals.

The second characteristic relates to the willingness of the individual to stay with a task until it is complete. For example, an important task that gets accomplished with effort but allows the person to rest on their laurels for an extended period does not display persistence.

Abraham Maslow developed a theory that humans have five sets of needs that are arranged in a hierarchy. He contends that people start by trying to satisfy their most basic or compelling needs and progress toward the most fulfilling. In discussing this theory, it appears that the further up the scale an individual moves, the more the rewards or motivators move from the external environment to an internal need. It also becomes more difficult to influence motivation, since material rewards become less

relevant and internal rewards become more difficult to identify and address. In order to enhance organizational performance, it is important that the organization recognize the individual need and provide opportunities for satisfaction.[2]

Methodology

From the action points identified in the research, methods can be derived that will close existing gaps in motivation. The starting point for employee motivation is always the health and well-being of employees. Here, psychological factors such as stress and workload are often the cause of poor health and low employee motivation. The research project identified the following as important intrinsic methods of employee motivation, encouraging and facilitating employee feedback, goal-oriented discussions, target agreements, fair performance appraisal and targeted development, improvement of the team climate and avoidance of interruptions at work. Other methods include quality circles, role changes, role expansion and enrichment, structured induction, transparent information and communication, and employee-friendly optimized processes.

Especially in intralogistics, a pleasant working environment and suitable functional work equipment are prerequisites for high employee motivation. Incentives, bonuses, etc. can only contribute to motivation to a limited extent and, if used incorrectly, often have the opposite effect.

Motivating the Team with Growth Needs;

- Offer support to complete new tasks.
- Giving the team a challenge.
- Work should be made interesting.
- Encourage people to think for themselves.
- Keep team informed.
- Ask people what motivates them.
- Stretch people with new work.
- Offer training where possible.

Results & Discussion

High employee motivation leads to a high emotional attachment of the employees to the company and with improved motivation, up to 20% increase in performance can be achieved. Employees are often willing to organize their time flexibly and contribute to the improvement of work processes which can result in a higher added value in the company. Motivated employees are also more likely to accept personal hardship in their role if they can see it is helping the company.

Especially during difficult periods, high employee motivation is essential for a company to survive. It is necessary, especially in a bad economic situation (Covid19), that senior management optimally fulfil the necessary leadership tasks. The communication of management must not be a one-way street. It is also important to appreciate employees and to obtain feedback on the effectiveness of the motivation incentives used. Without feedback, it is possible that the well-intentioned incentives can easily lead to the result opposite to that intended.

Regarding employee motivation, there are two basic types - extrinsic and intrinsic. With extrinsic motivation, the motivating or demotivating influences are external to the employee. Motivation is usually generated by a third party (often the employee's direct supervisor or manager) or external incentives such as money, punishment, praise and recognition.

On the other hand, intrinsic motivation arises from the task itself in that it is influenced by factors that each individual considers important for themselves. Typical intrinsic factors are, for example, responsible and meaningful activities, freedom of design and decision, personal development opportunities and interesting work content. Employees in companies who demonstrate a certain behaviour out of intrinsic motivation tend to be more satisfied with their job, pursue goals more persistently, are more happy about reaching a goal and cope better with failures in comparison to extrinsically motivated employees. The task itself therefore leads to good rewarding feelings.

References

- [1] Campbell, Dunnette, Lawler & Weick.
- [2] Maslow's Hierarchy of Needs