

Everyone's Smart University

Project (Spring 2021)

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PROJECT LEADERSHIP

Instructions:

- ☐ آخر 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 AND COMMUNICATION SKILLS ON PROJECT SUCCESS IN PANDA COMPANY

1. INTRODUCTION:

The term leadership refers to the process of social influence, which maximizes the efforts of others towards the achievement of a common goal (Gandolfi and Stone, 2016). It is important to note that leadership stems from social influences and not from authority or power. However, there are numerous leadership titles such as a teacher, CEO, mentor, manager, supervisor, expert, boss, etc. Moreover, each leader may choose to use their styles of leading. According to Zulch (2014), there are different leadership styles such as affiliative, authoritarian/autocratic, coaching, democratic, delegate, pacesetting and transformative leadership styles. Besides the chosen leadership styles, a leader must also have specific skills to be an effective and successful leader. One of the most important leadership qualities is communication skills. A good leader should have good communication skills to be able to lead well. Generally, leaders are given projects to manage.

Most leaders in organizations and companies are also project managers in their respective departments of leadership. This project proposal focuses on the leadership of Panda Company, identifying some of the failures, problems, and challenges in communication as a required skill for good leadership. In addition to that, the proposal contains various sections. Firstly, chapter one is the introduction, which includes a brief introduction of the project proposal, background of the company to be analyzed, problem statement, and research objectives. Secondly, chapter two is the literature review, where relevant communication skills as an essential leadership requirement are discussed and the communication of leadership styles are reviewed. Thirdly, chapter three is the methodology, which contains the methods used to collect data and analyze. The fourth chapter is the results and discussions, which include a brief description of the research findings and the main findings from the research. The last chapter is the conclusion, which summarizes the whole proposal document.

1.1 BACKGROUND OF THE RESEARCH (PANDA COMPANY OVERVIEW):

Panda Company is the largest retailer in Saudi Arabia, which specializes in the sales of groceries. The company was founded in 1978 and has quickly established itself as the leading retail organization in Saudi Arabia. Additionally, Panda Company has more than 200 stores in the Middle East in 44 cities. The increasing number of customers in the company and the growth of the company are leaders to have communication challenges when carrying out their normal delivery operations. Currently, the company has 18000 employees.

1.2 PROBLEM STATEMENT:

A good communication skill is one of the qualities of great and effective leaders. However, many organizations and projects fail as a result of the poor communication skills of the leaders. Therefore, having identified that communication plays a critical role in the success of projects and improvement of effectiveness of leaders. This project aims at finding flaws in communication skills at Panda Company among the leaders of the company and seeking ways of improvement.

1.3 RESEARCH AIMS AND OBJECTIVES:

The following are the objectives of this research project:

- Identify communication challenges facing leadership in organizations (Panda)
- Establish the importance of communication in leadership
- Establish ways of improving communication among leaders in an organization.

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK:

2.1 LEADERSHIP AND COMMUNICATION SKILLS:

According to Mayfield (2017), good communication is a core leadership function and one of the key characteristics of a good leader. In other words, effective leadership and good communication are intertwined. Therefore, good communication skills are essential in effective leadership since a leader is supposed to communicate in countless relationships in groups, communities, workplaces, and even at the global level. A leader must also think with clarity, share information, and express ideas with a multitude of audiences. Additionally, according to Mayfield (2017), a leader in an organization must learn how to handle information flow from all the stakeholders such as customers, influencers, and business partners.

Furthermore, communication is essential in leadership since leaders need to communicate to connect with team members and keeping the executives up to date. The communication skills of a leader are essential because of several things. Firstly, leadership communication skills promote collaboration between and among team members. Secondly, leadership communication helps team members to understand their roles and responsibilities clearly. Thirdly, good leadership communication skills help in increasing productivity among the team members. Also, it helps the employee to be able to focus on the goals and outcome. Lastly, good leadership communication can promote open and effective communication between employees and managers.

According to Snyder (2019), great leaders in history have always been good communicators. Moreover, leaders who have impacted history, such as Abraham Lincoln and Winston Churchill, were great motivators and communicators. Similarly, for leaders to bring any impact in organizations, they should be good communicators since research shows a close relationship between a leader's communication skills and effective leadership. Additionally, effective leadership requires the leader to know how to communicate and pass information to employees, customers, managers, and investors. However, each leader may display based on their chosen styles of leadership. Most

importantly, the leaders need to pass information with clarity, personalization, transparency, and good communication skills of a leader.

According to Zulch (2014), leadership communication skills are essential in ensuring the project's success. Firstly, good communication practice during project leadership leads success of a project since a successful project transition encourages change and makes transitions easier. Secondly, successful project communication enhances commitment development among the staff members hence a source of motivation. Additionally, it ensures clarity of roles and responsibilities. Lastly, successful project communication makes coordination within the organization more effective. Therefore, good communication is an essential aspect of project management. Additionally, project management involves information exchange between and among the project management team. As a result, if the project manager does not communicate effectively with clarity, the project team members may not understand each other, hence increasing project failure chances.

2.2 LEADERSHIP STYLES:

Diverse styles of leadership might have strong impact on the effectiveness of the communication and performance of the organization (Nanjundeswaraswamy and Swamy, 2014). Large organization like Panda Company is definitely include types of leadership styles: democratic, transformational, autocratic, pacesetting, and others. Participative is another term of democratic leadership style which defined as the act of three roles: responsibilities are distributed between team members with high communication, team members' empowering, engaging the team members in the process of decision making (Gastil, 1994). Furthermore, transformational or visionary leadership style aims to move the moral and inspire levels of the team members higher than before which needs the leader of this style to have good and high communication skills (Nanjundeswaraswamy and Swamy, 2014). Plus, the leader of pacesetting leadership style is usually puts high performance's standards and achieve them faster than other styles but in order to do them successfully, the leader must have high level of communication skills to make sure

that as faster as the project done, the team members perform their roles in right way (Preston, Moon, Simon, Allen, and Kossi, 2015)

3. METHODOLOGY:

The collection of secondary data and primary data would be considered to attain the goal of my research proposal effectively. The coordination of the research methods would promote a more detailed study that is both structural and conceptual elaborate. In addition to that, the research will use qualitative methods of data analysis.

Methods of data collections are as follows:

- Online Research – Using sources online to find articles relating to communication skills by use of online questionnaires.
- Interview. The interview is one of the primary data collection methods that will be used in this research project. The research intends to interview some leaders of Panda Company so as to ascertain their communication skills.
- Observation. Important information about the communication skills of leaders at Panda Company will be observed. Observation is also one of the effective primary data collection methods that will be used.

4. RESULTS AND DISCUSSION:

According to the research carried out on Panda Company, several issues were linked to poor communication. Firstly, there was mistrust, low job morale, and absenteeism reported among employees. When employees are not engaged in the organization, they feel disconnected. When they are engaged, they are willing to work smarter, more challenging, and be active at their workplaces, leading to the high performance of the business. Secondly, there was a bad interpersonal relationship between the junior employees and the organization's management. At Panda Company, most employees feel disconnected from the organization due to poor communication, where they are not

informed about many things of the company, including delayed payments. Good communication skill is an essential quality of an effective leader.

Additionally, it is impossible to separate effective leadership from good communication skills from the literature. Hence, it implies that leaders with excellent communication are also influential leaders. Furthermore, effective leadership requires the leader to know how to communicate and pass information to employees, customers, managers, and investors regardless of their chosen leadership style.

5. CONCLUSION:

In conclusion, effective leadership is about effective communication. As discussed in the literature review, effective communication of the leader is essential in an organization for several reasons. For instance, promote collaboration among team members and between teams, helps employees remain focused on goals and outcomes, make sure team members clearly understand their responsibilities, and increase team members' productivity. Hence, effective communication tends to reflect on organizational performance. It implies that, where effective communication, the organization can perform much better than in an organization where a leader is poorly communicating to juniors.

Additionally, good communication among project managers is a crucial determinant of project success. A project where communication is organized and clear has a high chance of succeeding. Therefore, for any leader to bring change and success in an organization, they must learn good communication skills such as clarity, empathy, active listening, and many others.

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