

Everyone's Smart University

Project (Spring 2021)

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The impact of leadership communication on project success in Al-Rajhi Bank.

1. Introduction:

The purpose of this research was to determine the impact between leadership and communication in the project, as communication is one of the most important characteristics of the successful leader, which greatly affects the success of the project team and the project, and I will talk about leadership styles at Al Rajhi Bank, the impact of communication on them, and how communication can be a reason for the success of the project

Leadership is of great importance to projects and one of the major project leadership skills is communication, a successful project leader can align efforts in the pursuit of goals, adept at transfer ideas, align expectations, inspire positive change and incremental change by empowering those around them to work toward common objectives. A leader's most powerful tool for doing so is communication.

It's critical. Good communication is a key characteristic of a good leader. Effective communication and effective leadership are closely intertwined.

2. Literature Review and Conceptual framework:

2.1 Leadership

Al Rajhi Bank has many successful leaders so, Al Rajhi Bank is one of the most developed and growing companies in the Middle East.

Leadership matters, but what is leadership? That turns out to be a challenging question to answer. Leadership is a complex and diverse topic, and trying to make sense of leadership research can be an intimidating endeavor. One comprehensive handbook of leadership [1], covering more than a century of scientific study, comprises more than 1,200 pages of text and more than 200 additional pages of references! There is clearly



a substantial scholarly body of leadership theory and research that continues to grow each year. Given the sheer volume of leadership scholarship that is available, my purpose is not to try to review it all. That is why my focus is on the impact of leadership communication in the project success in Alrajhi bank.

U.S. academic environments define leadership as "a process of social influence in which a person can enlist the aid and support of others in the accomplishment of a common task". [2][3] Others have challenged the more traditional managerial view of leadership which believes that it is something possessed or owned by one individual due to their role or authority, and instead advocate the complex nature of leadership which is found at all levels of the institution, both within formal roles. [4]

Leadership is both a research area, and a practical skill encompassing the ability of an individual, group or organization to "lead", influence or guide other individuals, teams, or entire organizations. Often viewed as a contested term, [5] and it is the art of motivating a group of people to act toward achieving a common goal.

Leadership captures the essentials of being able and prepared to and inspire others to act while simultaneously directing the way that they act.

Most leadership scholars would likely agree, at least in principle, that leadership can be defined in terms of (a) an influencing process—and its resultant outcomes—that occurs between a leader and followers and (b) how this influencing process is explained by the leader's dispositional characteristics and behaviors, follower perceptions and attributions of the leader, and the context in which the influencing process occurs.

2.2 Theoretical Concepts of Leadership

Leadership theory studies the qualities of good leaders. Psychologists analyze and develop leadership theory, and researchers try to discover the common qualities or behavioral patterns of excellent leaders. Some of the leadership aspects they consider include: Personality traits and Actions.

Leadership style is the way a leader approaches managing team members. Leadership styles were formally developed as a result of studies on leadership theory and each style includes distinct qualities.

At Al-Rajhi Bank there are many leadership styles, but there are two important and pervasive styles (Affiliative & Coaching Leadership Styles) which I will talk about and the impact of communication on them.

2.3. Leadership styles:

2.3.1 Affiliative Leadership Style

Affiliative leadership is a people focus leadership style which promotes harmony and the conflict resolution in the organization. It's one of the emotional leadership styles which focus on enhancing the connection between the people in the organization. One of the most important examples of this are my previous manager, as he was on the same pattern and had many results, the most important of which were increased confidence and a positive work environment, in addition to increasing team effectiveness. One of the advantages of this method is to provide guidance during crises, for example during the period of the Corona virus crisis, the team was working from home and with the same efficiency and the work was not affected.



After I asked my previous managers about the reason for using this style, and his answer was that this style increases team building and improves communication. The dependent leadership style is used when the leader tries to build team harmony, increase morale, and improve communication [6]

A strong people focus and a strong moral compass are cornerstones for the affiliative leader. Good communication and a high level of flexibility are common elements in organizations with strong affiliative leadership. Affiliative leaders use positive

communication to improve team morale and increase the chances of success. This doesn't mean that the leader is a push-over. Instead, the affiliative leader can effectively encourage an employee to rethink his or her behavior through positive communication.

Communication is generally strong in teams or organizations marinated in an affiliative leadership style. Harmony and emotional bonds lead to lots of communication, which increases the spread of ideas and constructive discussion.

Through the Style of my previous manager's, communication was becomes smooth and amiable; members are willing to engage in productive conversation with one another, ideas are traded back and forth, companionship increases, and positive feedback becomes abundant and consistent. A sense of belonging is felt, and this allows for a positive work environment, strong loyalty and very high-spirited employees [7].

2.3.2 Coaching Leadership Style

The most common goals of coaching-style leadership include increasing the workplace's performance, Effective coaching-style leaders have a number of common features, such as helping attitudes, less management needs, empathy, openness to personal learning, or feedback [8].

In a coaching or mentoring relationship, open and effective communication is a must. It is the inherent foundation upon which the whole relationship grows and develops.



There is a lot in Al-Rajhi Bank of this style and the result is to increase the efficiency of the employees and develop their skills because one of the most important features of this style is training team members to develop themselves. Coaching Leadership focuses on improving employees to become better individuals and professionals in the long run. Driving training can be challenging and time consuming.

One of the most important foundations of this style is communication, and it has a great influence on this style

coaching role is challenging and demanding. The coach must possess effective communication skills, be a good observer, an excellent listener, and know when and how to give feedback. Further, the coach must have knowledge and experience about coaching, show confidence and respect, and be trusted and honest. The crucial thing is for the coach to create a climate that promotes change; this may be best achieved by balancing positive and negative emotions at the minimum ratio of 3:1 [9].

2.3 Communication in the project.

Communication is key in project management, one of the most important reasons for project success is effective communication. Many projects fail due to lack of communication or ineffectiveness.

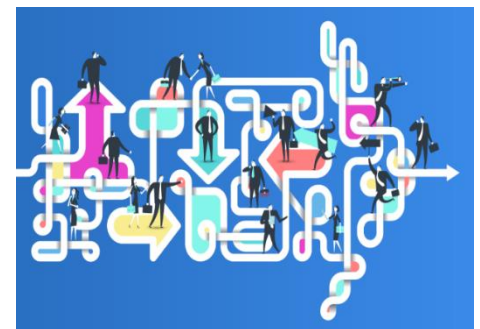
The importance of communication in project management can't be stressed enough. That's because it's critical to project success.

Good communication keeps conflict and confusion from bogging your project down by ensuring key players are aligned on project goals and know exactly what's expected of them. It also helps build team-wide trust so everyone works better together from project start to finish.



2.4 Leadership and Communication in the project.

effective leadership is still largely a matter of communication [10]. Reluctant communicators are unlikely to hold influential positions or be perceived by the team members as project leaders. Relationships should exist between project leadership with a high level of verbal participation [11] , “good communication and strong leadership go hand in hand” [12].



3. Methodology

A qualitative research approach was the method followed in the study, as the qualitative researcher studies on 25 employees of Al-Rajhi Bank from different departments and the study was about the style of the leader, The importance of communication and its impact on the project, how was its impact and the extent of its usefulness. Topics in these interviews were abstracted and analyzed according to research questions and issue that could be identified from the literature.

4. Results and Discussion

After study and research: One of the most important reasons for the success of the project is communication and communication has an impact on the project team and the organization.



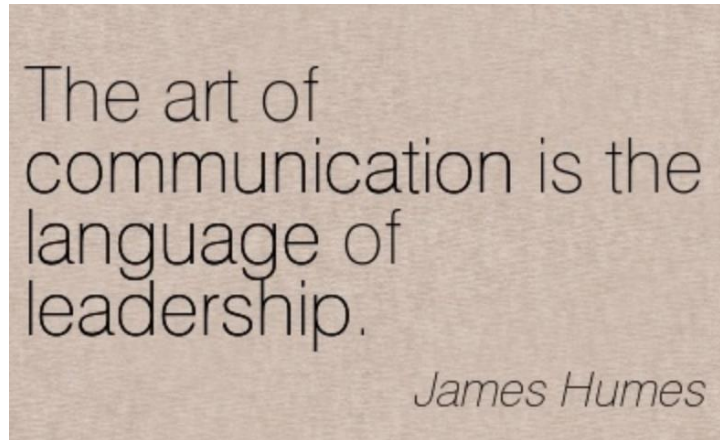
Communication is important and influences leadership styles through the following:

- Affiliative Leadership Style cannot be emotional and promotes positivity, a harmonious work environment and team building without effective communication
- Coaching Leadership Style cannot be teaching and supervising followers without effective communication
- Each style has advantages and disadvantages, for example one of disadvantage of Coaching Leadership Style that the results take time to achieve, and one of disadvantage of Affiliative Leadership Style that the team may not receive enough advice.

5. Conclusion

Generally, from the interview and the literatures reviewed, we find out that:

- Effective communication is one of the characteristics of a successful leader.
- The leader's communication skills have a great influence on the project team, positively and negatively, and through it the project is affected



Communication has an impact on every type of style and for all projects, and the more effective communication skills have had a significant impact on the success of the team and the project

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