

Digital Leadership

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DGM 726
Lecture 3

Leadership Methods & Theories





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Last Lecture, we leaned about

- ☐ Are you a Leader?
- ☐ How to Be a Leader?
- ☐ Developing a Vision
- ☐ Understanding People's Needs
- ☐ Influencing People
- ☐ Communication
 - ☐ Definition
 - ☐ Elements of Communication

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Today's Lecture we will Know about

- ☐ Types of Leadership
- ☐ Methods of leadership
- ☐ Theories of Leadership
 - ☐ 1. The Great Man Theory
 - ☐ 2. Trait Theories of Leadership
 - ☐ 3. Behavioral Theories of Leadership
 - ☐ 4. Transactional & Transformational Theories
 - ☐ 5. Contingency theory of leadership
 - ☐ 6. Neo-Charismatic Theories
- ☐ New Leaders Take Note & Traps
- ☐ Leading Effectively: The 70-20-10 Rule
- ☐ Self-Assessment
 - Do You Have Charismatic Tendencies?

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Introduction & Learning Outcomes

- ☐ Learn about the types, methods, and different theories of leadership, understand its results and apply examples.
- ☐ Learn about new leaders' advices and traps, and how they can use some rules to lead effectively.

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Ice Break



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Leadership Self-Assessment



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Leadership Self-Assessment Exercise

The Interpersonal Skills المهارات الشخصية **Checklist**

- **Instructions:** Below are a number of specific aspects of **behavior** that suggest that a person needs to improve his or her **interpersonal skills** related to **leadership and influence**. Check each statement that is generally true for you.
- You can add to the **reliability** مصداقية of this exercise by asking one or two other people who know you well to rate you. Then compare your self-analysis with their analysis of you.

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Leadership Self-Assessment Exercise

Scale Statements: Developmental Needs and Areas for Improvement**The Interpersonal Skills**

1. I'm too shy and reserved. أنا خجول جداً ومتحفظ.
2. I bully and intimidate others too frequently. أنا أتمر وأرهب الآخرين بشكل متكرر.
3. I tell others what they want to hear rather than emphasizing the truth. أقول للآخرين ما يريدون سماعه بدلاً من التأكيد على الحقيقة.
4. I have trouble expressing my feelings. أجد صعوبة في التعبير عن مشاعري.
5. I make negative comments about group members too readily. أنا أدلي بتعليقات سلبية حول أعضاء المجموعة بسهولة شديدة.
6. Very few people pay attention to the ideas I contribute during a meeting. قلة قليلة من الناس ينتبهون إلى الأفكار التي أسهمت بها خلال الاجتماع.

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Leadership Self-Assessment Exercise

The Interpersonal Skills

7. My personality isn't colorful enough. شخصيتي ليست ملونة بما فيه الكفاية.
8. People find me boring. الناس يجدونني ممل.
9. I pay too little attention to the meaning behind what team members and coworkers are saying. إنني لا أهتم كثيرًا بالمعنى الكامن وراء ما يقوله أعضاء الفريق وزملاء العمل.
10. It is very difficult for me to criticize others. من الصعب للغاية بالنسبة لي انتقاد الآخرين.
11. I'm too serious most of the time. أنا جاد للغاية في معظم الأوقات.
12. I avoid controversy in dealing with others. أتجنب الجدل في التعامل مع الآخرين.

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Leadership Self-Assessment Exercise

The Interpersonal Skills

13. I don't get my point across well. لا أعبر عن وجهة نظري بشكل جيد.
14. It's difficult for me to make small talk with others. من الصعب على إجراء محادثة قصيرة مع الآخرين.
15. I boast too much about my accomplishments. أنا أفتخر كثيراً بإنجازاتي.
16. I strive too much for individual recognition instead of looking to credit the team. أنا أبذل قصارى جهدي للحصول على التقدير الفردي بدلاً من التطلع إلى تكريم الفريق.
17. Self-confidence is my weak point. الثقة بالنفس هي نقطة ضعفي.
18. My spoken messages are too bland. رسائلتي المنطوقة لطيفة للغاية..

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Leadership Self-Assessment Exercise

The Interpersonal Skills

19. My written messages are too bland. رسائل المكتوبة لطيفة للغاية.

20. I read people poorly. أنا أقرأ الناس بشكل سيء.

21.(Fill in your own statement).

Now that you have identified specific behaviors that may require change, draw up an action plan.

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29 TIPS TO IMPROVE INTERPERSONAL SKILLS

- Give a smile
- Listen more than you talk
- Ask open-ended questions
- Use body language effectively
- Be interested rather than interesting
- Get to the point quickly
- Ask questions about the other person
- Let people feel good about themselves
- Highlight others' strengths and successes
- Eliminate distractions and interruptions
- Make eye contact with the person you're talking to
- Don't interrupt people when they're speaking
- Use "I" statements instead of making generalizations about yourself/others
- Know your strengths and weaknesses
- Don't take everything personally
- It's also important not just to listen without saying anything back
- When listening, show empathy
- Emphasize where appropriate.
- Express your thoughts, feelings, and emotions in a healthy way
- Learn to forgive others for their mistakes
- Be engaged
- Establish rapport
- Defer judgment
- Observe others' body language
- Don't make assumptions
- Practice active listening
- Strengthen your memory
- Use other's names when you talk to them
- Avoid offending people by considering their feelings beforehand



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How to Be a Leader?

- ❑ How do you take your dream and make it a reality?
 - Start by creating your own personal vision statement.
 - Put your dream into words that communicate to others a picture of what you want to do. Organizations have vision statements; and you, as a leader, can have your own vision statement, too.
 - Martin Luther King, Jr. said, *"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."* Now that's a vision statement!
 - Now it's your turn. Write out a few sentences of how you want some part of your world to be. Your vision statement will remind you of where you want to be going.

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How to Set goals?

- ❑ Give your vision a sharper image. Turn up the focus. Set some long-term and short term goals. That is how you carve a real path to your vision.

For example, if your vision is: "*To create a community where every person can enjoy city parks in safety*," then you might set goals like these:

- ❑ Long-term goals:
 - Create more city parks
 - Reduce crime in city parks

Lec.3**How to Set goals?**

- ❑ **Short-term goals:**
 - **Find out where the city parks are, who uses them, and what the crime levels are**
 - **Establish good working relationships with community police officers and park officials**
 - **Identify what actions might reduce park-related crime**
 - **Decide whether it will be preferable to start a new organization or work through existing organizations.**

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How to Set goals?

- ❑ Think about the individuals in the group
 - As a leader, you need to think about how each individual is affecting the group. Are there individuals whose **talents are not being well used**? Is **someone acting in a way that is divisive or is draining the group of its energy** هو شخص يتصرف بطريقة تؤدي إلى الانقسام أو تستنزف طاقة المجموعة? Is there a person who needs some help learning how to work in a team?
 - Think about the group as a whole
 - Someone has to think about the group as a whole. Is the **group cohesive**? Do people in the group have a **shared vision**? Is there **trust and** a sense of mutual **support**? Does the **group need some training** to help it function better? Are there some **policies** the group needs to strengthen it?

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How to Set goals?

- ❑ Get the work done & Recruit and teach others to become leaders
 - Here are **some steps** you can take:
 - Find **people who have leadership potential**. There are people all around you who would love to be invited to lead something.
 - Help **people view themselves as leaders**. You can do this by helping them notice the informal leadership they have already taken in their lives. Are they parents? – that is certainly a leadership position.
 - Help **people identify the reasons** they want to lead.
 - **Listen to people talk about what is important to them and what they wish they could change.**

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How to Set goals?

- ❑ **Get the work done & Recruit and teach others to become leaders**
 - **Assist people to choose leadership goals** that are attainable and that will help them build their confidence. Nothing succeeds like success.
 - **Support people while they work to reach their goals.** Listen to them talk about their successes and their feelings of discouragement; appreciate them and encourage them to keep going.
 - **Support people when they make mistakes.** Everybody needs help when they make mistakes. Help them get on the right track and encourage them to stick with it.
 - **Challenge people to take the next step.**

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Types of Leadership



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Methods of Leadership



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Methods of leadership

- ❑ **Pure exercise of power** ممارسة نقية للسلطة. "My way or the highway." If you don't do what the leader demands, no matter how unreasonable, you're gone. **The leader's decisions are not open to question or discussion**, and no one else gets to make decisions.
- ❑ **Political scheming** مكيدة سياسية. The leader plays people off against one another, creates factions الفصائل within the organization, **cultivates "allies حلفاء"** and **isolates "enemies,"** and builds up (through favors or overlooking poor performance) (من خلال المحاباة أو التغاضي عن الأداء الضعيف) **personal debt** which can be cashed in when needed, in order to manipulate people and events as he wishes.

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Methods of leadership

- ❑ **Using relationships** استخدام العلاقات . The leader **develops strong positive** relationships with all or most of the people in the organization, and **uses these relationships to steer people in particular directions**. People do what they're asked because of their **relationships** with the leader, rather than for reasons connected to the tasks themselves.
- ❑ **Setting an example** قدوة أو مثل أعلى . The leader may or may not demand or request particular **behavior or actions**, but the leader will **demonstrate them**, and **expect or imply that others will follow**.

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Methods of leadership

- ❑ **Persuasion** إقناع . The leader **convinces people** through argument, reasoning, selling techniques, or other persuasive methods that what the leader wants is, in fact, the best course, or in line with what they want to do.
- ❑ **Sharing power** تقاسم السلطة . Some leaders choose to exercise at least some leadership through the other stakeholders in the organization. In this situation they may give up some personal power in return for what they see as more ownership of decisions, goals, and the organization itself by those involved in the decision-making process.

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Methods of leadership

- ❑ **Charisma** **جاذبية** . Some leaders are charismatic enough to simply pull others along by the power of their personalities alone. They may, in fact, advocate **يدافع عن** and accomplish **ينجز** wonderful things, but they do it through people's loyalty to and awe of them **الولاء لهم والرغبة منهم** .
- ❑ **Involving followers in the goal** **إشراك الأتباع في الهدف** . The leader gets others to buy into the **vision** for the organization, and to make it their own. The leader may accomplish this through charisma, through the force of the belief in power and rightness of the vision, or through the nature of the vision itself.

Lec.3**Methods of leadership**

- ❑ **Various combinations of these and other methods.**
 - **The combination of the leader's and organization's conception of leadership and the leader's way of leading does much to define leadership style. In addition, the characteristics of the leadership are almost always reflected in the relationships within and among the staff, participants, Board, and others related to the organization, as well as in its policies, procedures, and program.**

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1. The Great Man Theory نظرية الرجل العظيم

- ❑ One of the first theories on leadership makes the **assumption** that these **qualities are inherent**, which indicates that **leaders are born, not created**, and **cannot be learned**. This hypothesis asserts that a leader has certain innate human characteristics, such as:

- | | | |
|-----------------|--------|---|
| ▪ Glamour | البهجة | ▪ |
| ▪ Decisive | حاسم | ▪ |
| ▪ Wisdom | حكمة | ▪ |
| ▪ Daring | جرأة | ▪ |
| ▪ Assertiveness | إصرار | ▪ |
| ▪ Appeal | جاذبية | ▪ |



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1. The Great Man Theory نظرية الرجل العظيم

- ❑ This viewpoint emphasizes the fact that individuals cannot be taught to be effective leaders. It's a quality that either you have, or you don't. These abilities come naturally; thus, you cannot learn them or receive training in them.
- ❑ In addition, the idea holds that these leadership qualities are constant over time and apply to all organizations, regardless of the setting in which these leaders are employed. The idea that exceptional leaders emerge when they are required is another tenet of this leadership ideology.

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2. Trait Theories of Leadership نظرية السمات

- ❑ Theories that sought **personality, social, physical or intellectual traits and differentiated leaders from non-leaders.**
- ❑ Leaders tend to be described as: confident, iron-willed, determined & decisive (Margaret Thatcher, Mandela, Sadat). Whom else??
- ❑ Other terms used include: Charismatic, Enthusiastic & Courageous
- ❑ Research failed to show consistent attributes that differentiated LEADERS from NON LEADERS
- ❑ However, research was successful in identifying traits that were CONSISTENTLY ASSOCIATED WITH LEADERS.

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2. Trait Theories of Leadership

❑ 6 Traits in which LEADERS Differ from Non-Leaders:

- **Ambition & Energy**
- **The Desire to Lead**
- **Honesty & Integrity**
- **Self-Confidence**
- **Intelligence**
- **Job-Relevant Knowledge**
- **High self-monitors (high flexibility in adjusting their behavior in different situations)**



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2. Trait Theories of Leadership

□ Personality

- Verbal facility
براعة لفظية
- Honesty
أمانة
- Initiative
مبادر
- Aggressive
عنيف
- Self-confident
واثق من نفسه
- Ambitious
طموح
- Originality
أصالة
- Sociability
اجتماعي
- Adaptability
القدرة على التكيف

□ Intelligence

- More intelligent than non-leaders
أكثر ذكاءً من غير القادة
- Scholarship
لديه القدرة على التعلم
- Knowledge
معرفة
- Being able to get things done
أن تكون قادرًا على إنجاز الأمور

□ Physical

- Doesn't seem to be correlated
لا يبدو أنها مرتبطة

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2. Leadership Traits from the Follower's Perspective

- ❑ A somewhat different approach to identifying leadership characteristics was based on the opinions of individuals who were both followers and leaders. This study collected the views of many thousands of individuals from business and government, participating in university executive development programs (Kouzes and Posner, 2002).
 - ❑ When asked 'What do you look for and admire in your leader?', there was considerable consensus among these individuals in that they reported that leaders need to be: 1. honest; 2. forward looking; 3. inspiring; 4. competent; 5. fair minded; 6. supportive; 7. broad minded; 8. intelligent.
1. صادق؛ 2. التطلع إلى الأمام. 3. ملهم؛ 4. كفؤ؛ 5. منصف؛ 6. داعم؛ 7. واسع الأفق. 8. ذكي.

Lec.3**2. Leadership Traits in Summary**

- ❑ Research into leadership traits has revealed that the more of the traits individuals possess, the more effective their leadership.**
- ❑ A more practical approach, however, is to recognize that some broad leadership characteristics are relatively central, and although not absolutely required in all cases, will tend to correlate positively with effectiveness in leading others.**

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3. Behavioral Theories of Leadership

النظريات السلوكية للقيادة

- ❑ This type of leadership theory focuses on a leader's actions and behavior, with very little emphasis on their qualities and traits.
- ❑ According to behavioral leadership theory, an effective leader has many acquired skills. In addition to it, the theory also considers that an individual can learn skills to become a good leader.
- ❑ So, theories proposing that specific behaviors differentiate leaders from non-leaders.
- ❑ If so, we could train non-leaders to become leaders.
- ❑ These theories had some success in identifying consistent relationships between Leadership & Group Performance.

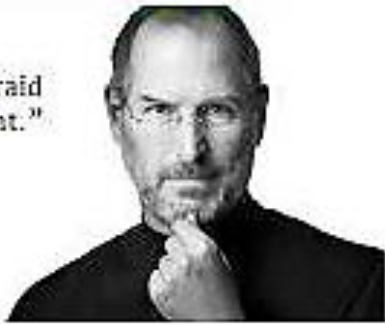
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3. Behavioral Theories of Leadership

Behavioral theory

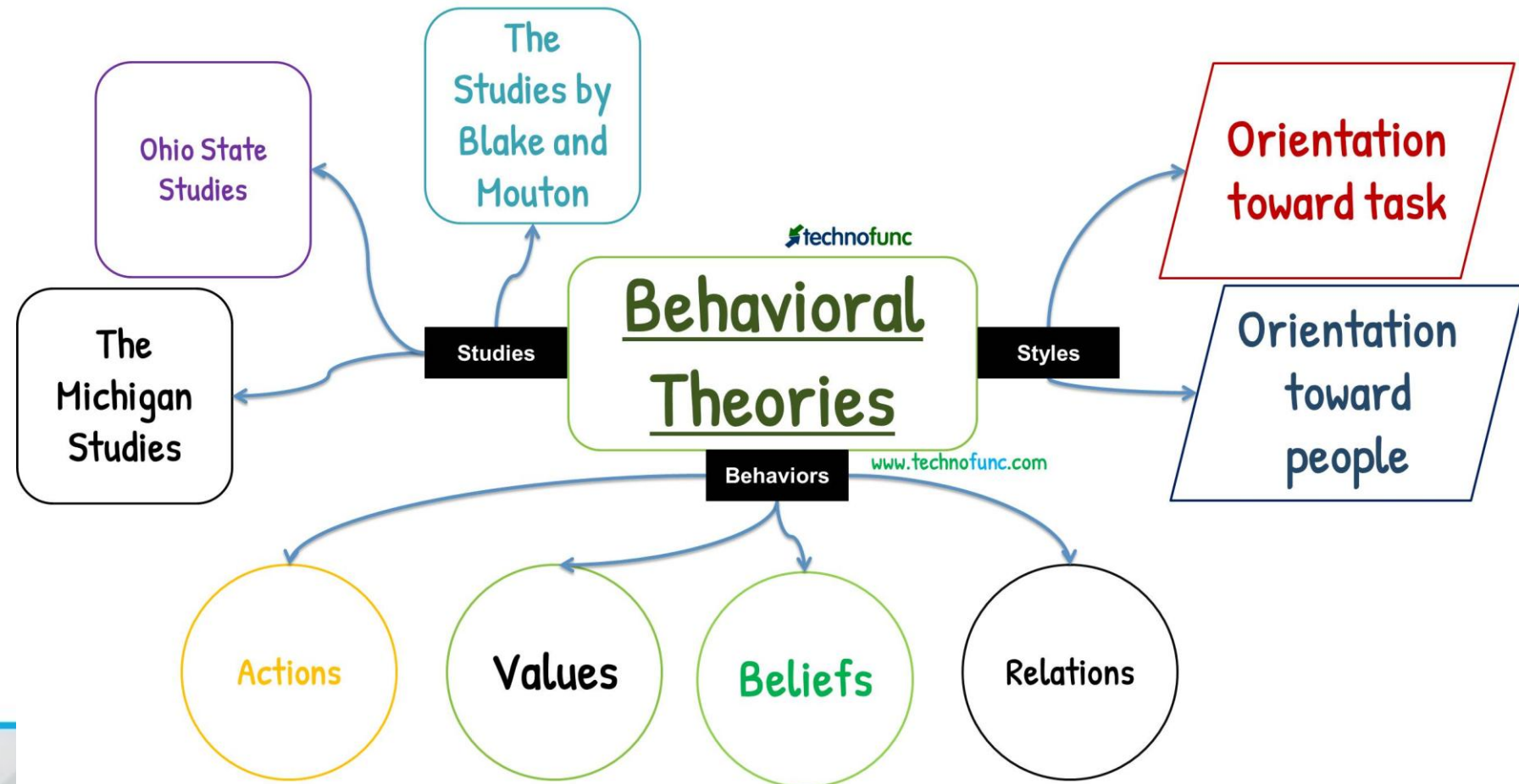
"Don't be afraid
to be different."

- Steve Jobs



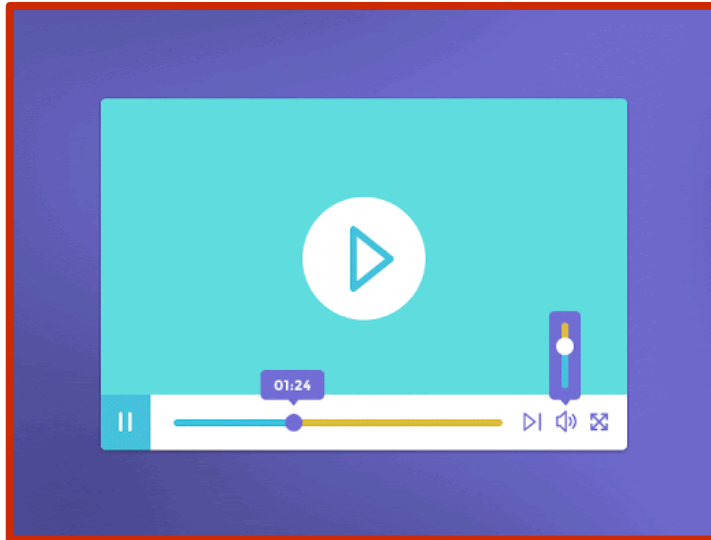
Don't be afraid,
you can do it.

Steve Jobs



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10 Management Skills



*Management is doing
things right; leadership
is doing the right
things*

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4. Transactional & Transformational Theories

A different view, popularized by James MacGregor Burns, contrasts two styles of leadership: transactional and transformational.

- ❑ **Transactional Leader** قائد المعاملات : **One who guides or motivates their followers in the direction of established goals by clarifying **role and task** requirements.**
- ❑ **Transactional leadership** views leadership as based on transactions between leader and followers. Thus **rewards, punishments, exchanges (economic, emotional, physical) and other such "transactions" are the basis of leadership.**
 - **An organization leads by paying you and telling you what you need to do; you respond by doing what you need to do efficiently and well, and the organization will prosper.**

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4. Transactional & Transformational Theories

- ❑ **Transformational Leader** القائد التحويلي : One who inspires followers to transcend (go beyond) their own self-interests for the good of the organization, provide personal consideration and intellectual stimulation, and who possess charisma (heroic or extraordinary leadership abilities observed by the followers).

الشخص الذي يلهم أتباعه لتجاوز مصالحهم الذاتية من أجل مصلحة المنظمة ، وتقديم الاعتبار الشخصي والتحفيز الفكري ، والذين يمتلكون الكاريزما (قدرات القيادة البطولية أو الاستثنائية التي يلاحظها الأتباع).

- ❑ **Transformational leadership** sees a true leader as one who can distill the values and hopes and needs of followers into a vision, and then encourage and empower followers to pursue that vision.

يرى القائد الحقيقي باعتباره الشخص الذي يمكنه استخلاص قيم وآمال واحتياجات الأتباع في رؤية ، ثم يشجع الأتباع ويمكنهم من متابعة هذه الرؤية.

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4. Transactional & Transformational Theories

- ❑ **A transactional leader** thinks of improvement or development as doing the same thing better: an organization that reaches more people, a company that makes more money.

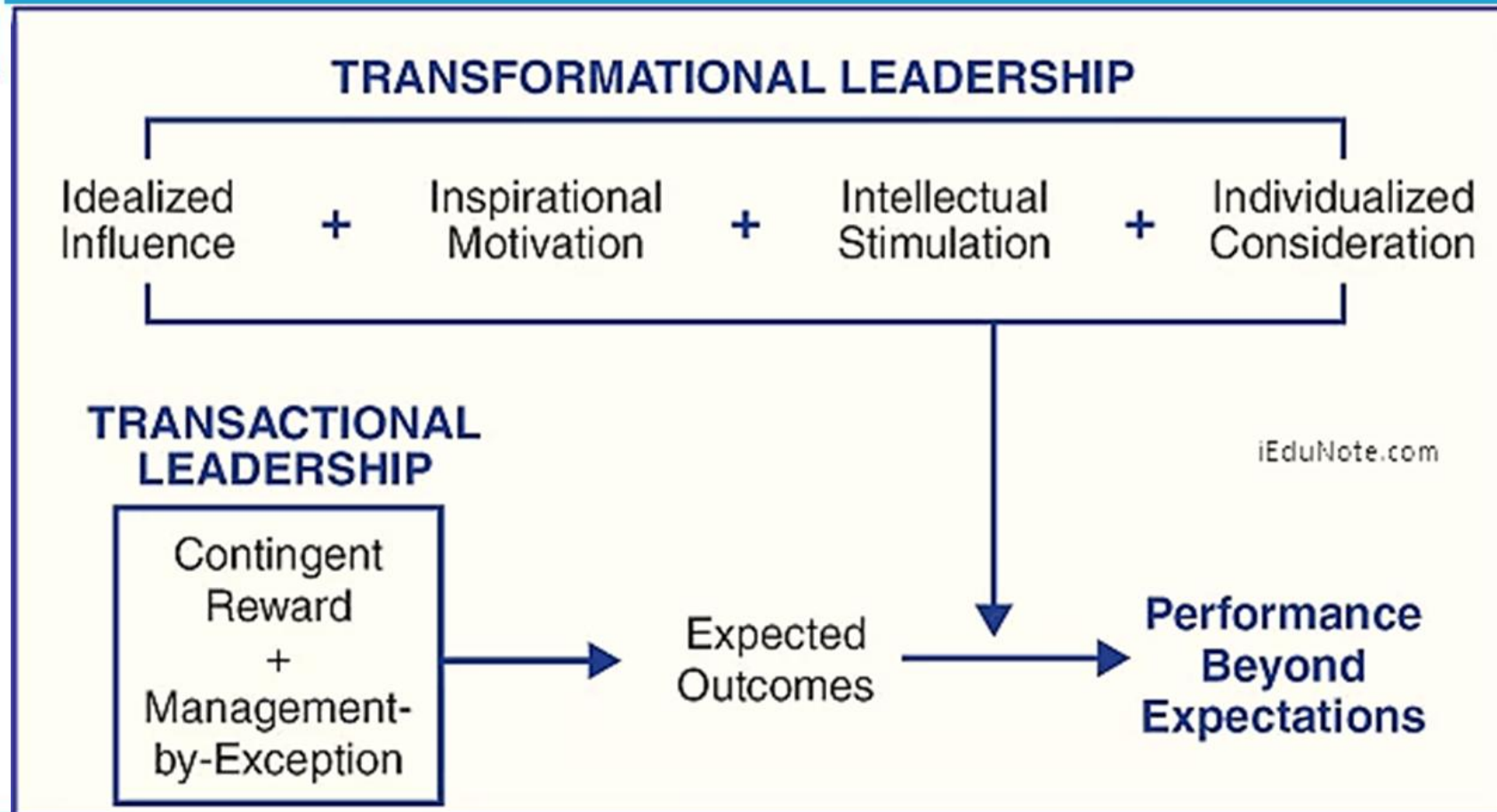
يفكر قائد المعاملات في التحسين أو التطوير على أنه القيام بنفس الشيء بشكل أفضل: منظمة تصل إلى عدد أكبر من الأشخاص ، شركة تحقق أرباحًا أكثر.

- ❑ **A transformational leader** thinks about changing the world, even if only on a small scale.

يفكر القائد التحويلي في تغيير العالم ، حتى لو كان ذلك على نطاق ضيق.

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4. Transactional & Transformational Theories

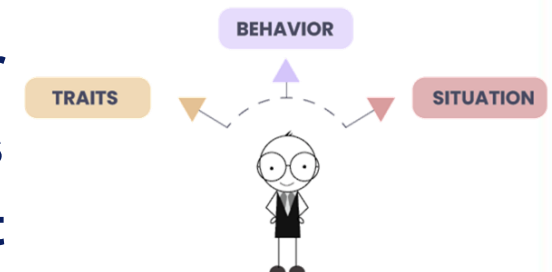


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5.Contingency theory of leadership

نظرية الاحتمالات/الطوارئ

- ❑ Often called the **situational leadership theory** نظرية القيادة الموقفية, it is one of the versatile leadership theories that suggest that **different leadership styles suit different situations**. In these types of leadership theories, **leaders must adapt their leadership style depending on their situation, which increases innovation and effectiveness**.
- ❑ The leadership theory helps leaders become versatile متنوع and adapt to different situations easily. It makes their transition from one phase to another easy and also gives them the skills and knowledge required to tackle difficult situations.



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5.Contingency theory of leadership

نظرية الاحتمالات/الطوارئ

- ❑ According to the contingency hypothesis, there is no one right way to run an **organization**. Determining the optimal strategy for leading an organization to achieve **depends on both internal and external considerations**. The right candidate should fit the correct scenario, according to the contingency theory.
- ❑ The management strategy that will help the organization achieve its objectives in a particular situation is decided by the leader.
- ❑ According to this view, situations determine whether or not leaders are effective. No matter how successful a leader is, the idea explains, difficult situations will always arise. **It emphasizes that the leaders are aware that the conditions in combination with their abilities have a role in their achievement.**

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5.Contingency theory of leadership

نظرية الاحتمالات/الطوارئ

□ The following elements influence the leadership style, based on contingency theory:

- Management approach
- Work speed
- Organizational policies and culture
- Employee spirit
- Employees' level of maturity
- Relationship between coworkers or members of a team
- Organizational objectives
- Environment and routine at work

نهج الإدارة

سرعة العمل

السياسات والثقافة التنظيمية

روح الموظف

مستوى نضج الموظفين

العلاقة بين زملاء العمل أو أعضاء الفريق

الأهداف التنظيمية

البيئة والروتين في العمل

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6. Neo-Charismatic Theories

النظريات الكاريزمية الجديدة

الرمزية والجاذبية العاطفية والالتزام الاستثنائي من جانب المتابعين

- ❑ Leadership theories that stress symbolism, emotional appeal and extraordinary follower commitment
- ❑ They include:
 - Charismatic Leadership
 - Transformational & Transactional
 - Visionary Leadership



Key Characteristics of Charismatic Leaders

- ❑ Vision & Articulation الرؤية والتعبير (expressed as an **idealized goal** that proposes a better future than status quo & الوضع الراهن in understandable terms to others)
- ❑ Personal Risk
- ❑ Environmental Sensitivity (realistic assessment of environmental constraints قيود & resources to bring about change)
- ❑ Sensitivity to Follower Needs & Feelings
- ❑ Unconventional Behavior السلوك غير التقليدي (novel & counter to norms)

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6. Neo-Charismatic Theories

النظريات الكاريزمية الجديدة

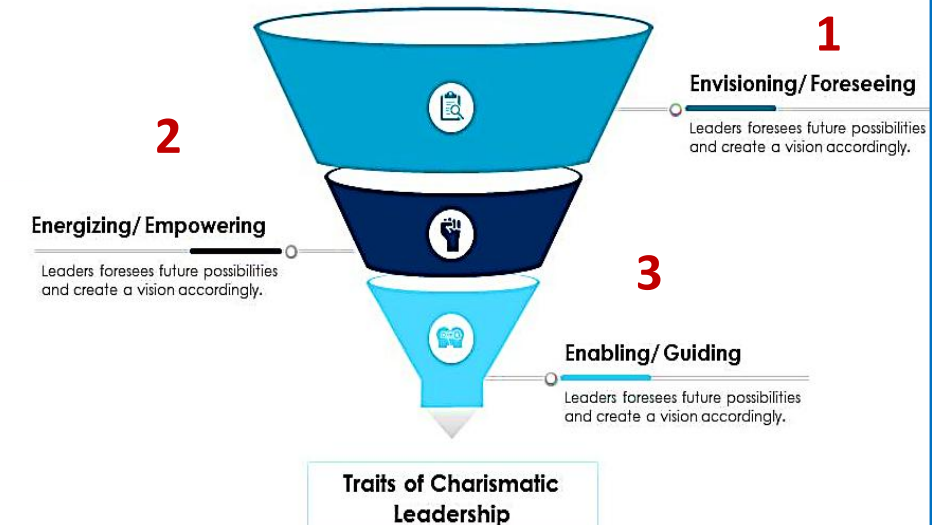
The Charismatic Leader

- Charismatic leaders may affect an organization and the individuals they lead in a strong, positive way.
- However, this leadership style can also lead to dangerous situations if used in the wrong manner.
- Charismatic leadership is defined by three behavioral dimensions: **envisioning** تصور (communication about vision), **energizing** تنشيط (communication about passion), and **enabling** تمكين (communication about care and support).

3Es: Envisioning, Energizing, Enabling “Vision, Passion, and Care”

Charismatic Leadership Theory

The purpose of this slide is to provide the charismatic theory of leadership to possess some extraordinary and exceptional qualities to become an effective leader.



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6. Neo-Charismatic Theories



The Pros and Cons of Being a Charismatic Leader

Pros

- Extremely motivating and encouraging
- Fosters a sense of friendship, cooperation, and community
- Makes subordinates feel noticed and appreciated
- Builds momentum for sustainable change

Cons

- Can cause leaders to concentrate on themselves rather than their followers
- Can encourage self-centered behaviors
- Often seen as superficial or presumptuous

يمكن أن يجعل القادة يركزون على أنفسهم بدلاً من أتباعهم
يمكن أن يشجع السلوكيات المتمحورة حول الذات
كثيراً ما ينظر إليه على أنه سطحي أو مصطنع

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6. Neo-Charismatic Theories

Visionary Leadership القيادة الحكيمة / الرؤيوية / المتبصرة

- ❑ **Ability to create and articulate a realistic, credible, attractive vision** of the future for an organization or department that grows out of and improves upon the present (status quo).
- ❑ **Visions: are inspirational, value-centered, unique, challenging**, but attainable ممكن تحقيقها, with superior imagery & articulation, offer a view of the future, **fit the times & circumstances** and can make an organization —”stand above the crowd”

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6. Neo-Charismatic Theories

Visionary Leadership

- ❑ Visionary Leaders Have **3 Common Qualities**:
 - Ability to explain vision
 - Express vision thru من خلال his/her behavior
 - Extend vision to different leadership contexts so as to be applied in different situations, e.g. in various departments of marketing, sales, accounting, HR, and in all geographic locations of the company

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6. Neo-Charismatic Theories

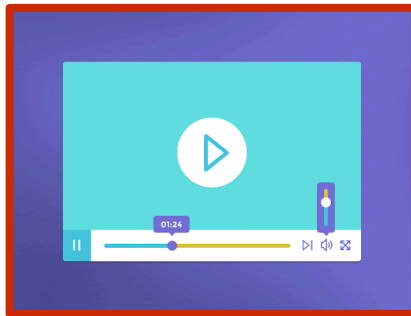
Five Principles Of Visionary Leadership

- **Challenge the Process** - Be a pioneer - encourage innovation and support people with ideas.
- **Be Enthusiastic** - Inspire others through personal enthusiasm to share in a common vision.
- **Help Others to Act** - Be a team player and support the efforts and talents of others.
- **Set the Example** - Provide a consistent role model of how others can and should act.
- **Celebrate Achievements** - Bring emotion into the workplace and rally "hearts" as well as "minds."



Trait VS Transformational?

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SOME TRAITS OF BILL GATES'S LEADERSHIP STYLE

- *Pursuing what he loves*
- *Working tirelessly*
- *A Visionary*
- *Helping others by giving back*
- *Learning-Focused*
- *Passionate*



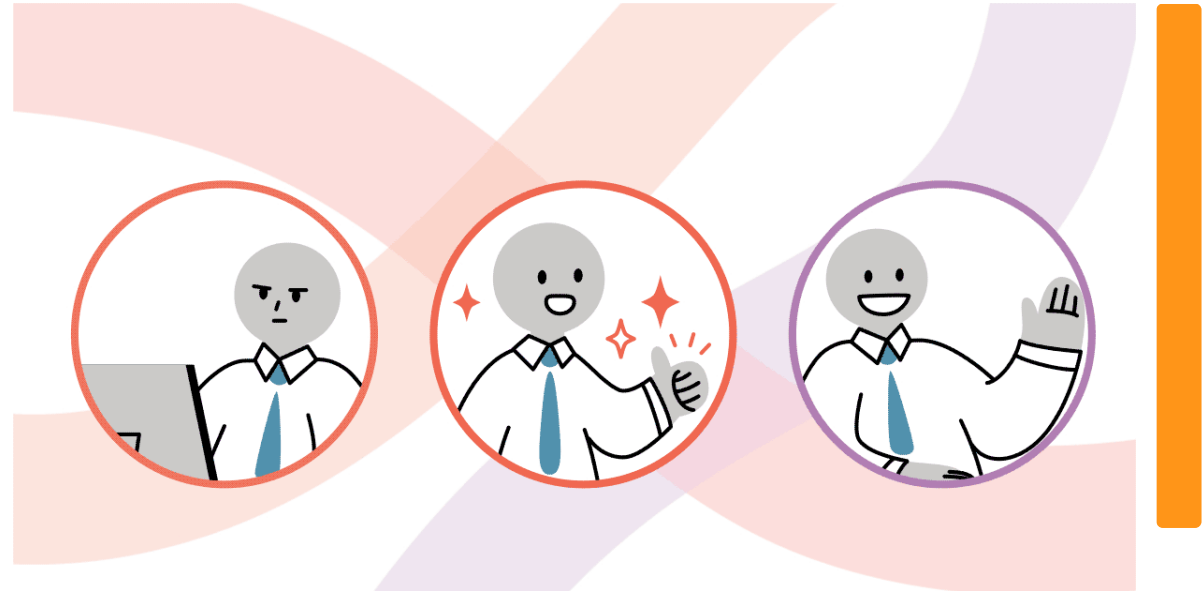
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New Leaders

Manager



Leader



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New Leaders Take Note

- ❑ General Advice
 - Take advantage of the transition period
 - Get advice and counsel
 - Show empathy to predecessor السلف
 - Learn leadership
- ❑ Challenges
 - Need knowledge quickly
 - Establish new relationships
 - Expectations
 - Personal equilibrium التوازن الشخصي



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New Leaders Take Note

- 1) Not learning quickly
- 2) Isolation
- 3) Know-it-all
- 4) Keeping existing team
- 5) Ignoring Potential Problems
- 6) Taking the Easy Path
- 7) Ignoring Feedback, You Don't Like



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7 Basic Principles

- 1) Have 2-3 years to make measurable financial and cultural progress
- 2) Come in knowing **current strategy, goals, and challenges**. Form hypothesis on **operating priorities**
- 3) Balance intense focus on **priorities with flexibility** on implementation....
- 4) Decide about new organization architecture
- 5) Build personal credibility and momentum
- 6) Earn right to transform entity
- 7) Remember there is no —"one" way to manage a transition

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Leading Effectively

The 70-20-10 Rule



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Leading Effectively

The 70-20-10 Rule for Leadership Development

- ❑ *The 70-20-10 rule emerged from over 30 years of Lessons of Experience research*
- ❑ According to the 70-20-10 rule, leaders learn and grow from 3 types of experience, following a ratio of:
 - 70% challenging experiences and assignments
 - 20% developmental relationships
 - 10% coursework and training
- ❑ The underlying assumption of the 70-20-10 rule is that leadership can be learned that leaders are made, not born.

A leader's ability and willingness to learn from experience is the foundation for leading with impact.

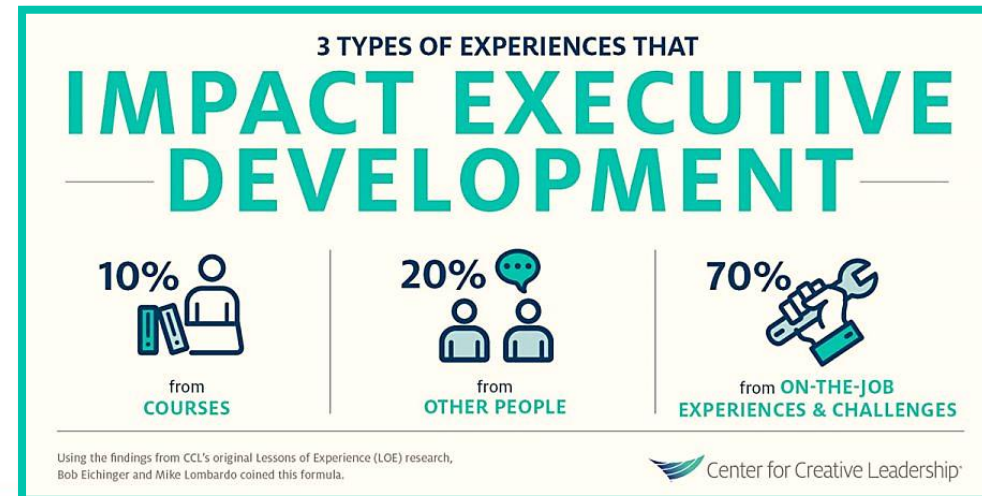
قدرة القائد واستعداده للتعلم من الخبرة هو الأساس للقيادة ذات التأثير.

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Leading Effectively

The 70-20-10 Rule for Leadership Development

- ❑ The 70-20-10 rule reveals that individuals tend to learn 70% of their knowledge from challenging experiences and assignments, 20% from developmental relationships, and 10% from coursework and training.
- ❑ Skilled training specialists can help an organization establish a shared knowledge base and align its members with respect to a common leadership vision and the 70-20-10 rule.



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Leadership Self-Assessment

Do You Have Charismatic Tendencies?



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Leadership Self-Assessment

Do You Have Charismatic Tendencies?

- **Instructions:** To investigate your charismatic tendencies, answer the questions below. This quiz devised by Prof. Jay Conger, a leadership expert at the USC school of business. If your present situation doesn't apply to the question, imagine how you would react if placed in the situation.

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Leadership Self-Assessment

Do You Have Charismatic Tendencies?

Questions

1. I worry most about
 - a. my current competitors.
 - b. my future competitors.
2. I'm most at ease thinking in
 - a. generalities
 - b. specifics.
3. I tend to focus on
 - a. our missed opportunities.
 - b. opportunities we've seized.

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Leadership Self-Assessment

Do You Have Charismatic Tendencies?

Questions

4. I prefer to
 - a. promote traditions that made us great.
 - b. create new traditions.
5. I like to communicate an ideas via
 - a. a written report.
 - b. a one-page chart.
6. I tend to ask,
 - a. "How can we do this better?"
 - b. "Why are we doing this?"

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Leadership Self-Assessment

Do You Have Charismatic Tendencies?

Questions

7. I believe
 - a. there's always a way to minimize risk.
 - b. some risks are too great.
8. When I disagree with my boss, I typically
 - a. coax him/her nicely to alter his/her view.
 - b. bluntly tell him/her, "You're wrong."
9. I tend to sway people by using
 - a. emotion.
 - b. logic.
10. I think this quiz is
 - a. ridiculous.
 - b. fascinating.

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Leadership Self-Assessment

Do You Have Charismatic Tendencies?

- 10 Questions
- Scoring and interpretation:

Answers:

1. b; 2. a; 3. a; 4. b; 5. b;
6. b, 7. a; 8. b; 9. a; 10. b

If you responded this way to 4 or fewer questions, you probably don't have much charisma.

7 or more? You ooze it!

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Conclusion

We learned about

- ☐ **Types of Leadership**
- ☐ **Methods of leadership**
- ☐ **Theories of Leadership**
 - ☐ **1. The Great Man Theory**
 - ☐ **2. Trait Theories of Leadership**
 - ☐ **3. Behavioral Theories of Leadership**
 - ☐ **4. Transactional & Transformational Theories**
 - ☐ **5. Contingency theory of leadership**
 - ☐ **6. Neo-Charismatic Theories**
- ☐ **New Leaders Take Note & Traps**
- ☐ **Leading Effectively: The 70-20-10 Rule**
- ☐ **Self-Assessment**

Do You Have Charismatic Tendencies?

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Thank You