

Everyone's Smart University

Project (Spring 2021)

Student Name	Abdullah AlShumrani	اسم الطالب
Students I.D	2021201586	الرقم الجامعي

Section	Date	Course Code
Master	Saturday 08 / 05 / 2021.	(PMG511)

PROJECT LEADERSHIP

THE IMPACT OF LEADERSHIP SKILLS ON PROJECT SUCCESS IN Amazon

Contents

Introduction	2
Literature Review	2
Methodology	3
Result & Discussion	3
References	4

Introduction

Leadership is defined as the art of dealing with human nature or the art of influencing human behavior to direct a group of people towards a specific goal that guarantees their obedience, trust, respect, and cooperation. In the other words, It means the art of management and not the management itself. Moreover, leadership is considered as one of the most important administrative functions that the manager practices because the plan, after being drawn up, moves into implementation and is dealt with by minds, hands, and machines to be accomplished according to the established goals and specified stages. In this, the manager leads, directs, guides, trains, coaches his team. Also, he coordinates their work, reconciles their efforts, stimulates their motivations and ambitions, motivates them to cooperate and compete, and evaluates the results of their work. He leads his group towards the desired goal with the necessary efficiency and effectiveness.

There is no doubt that managing the project team is one of the factors that are very important to accomplish the work and thus the success of the project. And since team management is one of the main responsibilities of the project manager, the project manager must be familiar with the best ways to deal with all team members. He should give the right task to the right person who is qualified enough to perform the task. Likewise, he should always come close to his team and understand their needs. Whatever, the style of leadership of the manager is, he must be more flexible as satiation demands.

Literature Review

According to Fiedler's theory, the relationship between the leader and his subordinates whenever it is strong, solid, and based on friendliness, respect, and mutual trust, the leader can achieve leadership effectiveness using either one of the two leadership styles, whether leading by focusing on people or leading by focusing on work, and that depends on the extent of the work structure. In the case of structured work, the leader achieves effectiveness using the focus on work, and in the case of informal work, the leader achieves effectiveness using the focus on workers. (Fiedler & Gordon, 1969).

Nevertheless, Blanchard believes that when determining an effective leadership style, the level of maturity of the employees should be taken into consideration. The researchers defined the level of employee maturity as the ability of workers to accomplish tasks. The leadership style of the leader should change according to the level of maturity, and the desire of workers to accomplish those tasks. Thus, the leader may use more than one leadership style with his subordinates, due to the variation of individuals in terms of the level of maturity. (Blanchard, 1988).

Methodology:

In order to get the most out of this research, we did qualitative observations. We recorded what we hear from workers and what we saw when the leader coped with them. The study included 15 people who frequently work close to that leader, and the answers were varied. More, not every time the leader has the opportunity to ask the worker what he needs.

Results and Discussion:

The leadership depends on the repetition of social interaction in which powers are exercised and decisions are taken that require specific personal qualities in the leader aiming to achieve certain goals that have an impact on organized groups of people as it is a process of exploding the energies of individuals to reach common goals. Through the study that was conducted, it was found that the leader focuses more on productivity than the worker himself. In a company like Amazon, the customer comes first (Customer Obsession). And because the company has a fast-paced environment and customer service is around the clock to maximize retention, the leader may fail to ask workers about their responsibilities or needs. In other cases, the leader may delegate another person to carry out these tasks, take care, and manage the team closely.

References

1. Leadership: Theory and Practice, Contingency Theory, Northouse, (2007).
2. "The Effect of Leadership Style Upon the Performance and Adjustment of Volunteer Teams Operating in Stressful Foreign Environment", Fred E Fiedler, O'Brien Gordon. (1969).
3. Management of Organization Behavior: Utilizing Human Resources, (Kenneth H. Blanchard, 1988)