

Everyone's Smart University

Project (Spring 2021)

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Section	Date	Course Code
Master	Thursday 18 / 03 / 2021.	(PMG511)

PROJECT LEADERSHIP

Instructions:

- ☐ آخر موعد للتسليم هو يوم الخميس ٢٠-٠٥-٢٠٢١ 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 ١٢.
 - 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

Important communication in Call Center

Introduction

We are starting to hire staff for our company which is multi call center operations. Our staff will work from home only some departments should work from main building. 80% of the staff are end user employees and 20% of the staff are line managements. First 3 days of hiring and interview people, we are looking for whom get line managements positions. So, we test appliers' communication skills.

In our company, we believe that all line managements should have leadership skills. The leadership has required potential to work in pressure, motivate people and come up with creative ideas.

I choose communication skills in my research because it is one important skill which tie all different teams and departments together and get to goals soon.

First line managements who leads call center team agents. They needs communication skills to contact with their own team, quality's team, IT team, customers and etc... communication by using phone or email should be more professional and accurate.

So, we will review in our research what communication skills would help our company.

Literature Review and Conceptual framework

Leadership is a social influence process in which the leader seeks the voluntary participation of subordinates in an effort to reach organization goals. A leader can be defined as a person who delegates or influencing others to act so as to carry out specified objectives²⁸. Today"s organizations need effective leaders who understand the complexities of the rapidly changing global environment. If the task is highly structured and the leader has good relationship with the employees, effectiveness will be high on the part of the employees. The study further revealed that democratic leaders take great care to involve all members of the team in discussion and can work with a small but highly motivated team. (Dr T S Nanjundeswaraswamy, 2014)

More influence leader in our company will give us short time and short effort to reach all our target.

Leader communicative exchanges. Participants responded to two open-ended items. The first asked respondents to list the positive communicative exchanges that they have witnessed a formal manager use with a follower. The example of “complimenting an employee’s work” was provided. The second open-ended item asked participants to list any negative communicative leader to member exchanges they had witnessed. “Belittling a follower in front of his or her peers” was provided as an example. (Leah M. Omilion-Hodges, 2017)

Methodology

In call center company, we use a lot of communication ways and each communication needs one or more leadership style for example inbound calls need visionary or affiliative, outbound calls need affiliative, up to down hierarchy need pacesetting, authoritarian, coaching or democratic, down to up hierarchy needs affiliative or pacesetting, same hierarchy level needs affiliative, democratic, inside team needs democratic or affiliative and different position communication also needs at least affiliative. Most communication tools used in our company are emails, meeting, one on one and phone.

Results and Discussion

Most of inbound calls are coming from customers and handled by agents who are end users or first line managements who lead agents' teams. They need to lead the call by visionary style by give promise solution and tell them what the next step for their situation. Also, the call should be affiliative style by show respect, sympathy and some time get emotional. When line leaders make out call to customers, they will use emotional ways to understand the customers' needs and that what make outcalls needs affiliative style. The communication came from up line management to down use different style for example they send instruction and order and that needs pacesetting as it is about the process of the work. Also, they give authority to lower staff to do their job better and additional coaching style as well. democratic style also needed to hear from others. In

other hand, the communication from down lines to up lines always be about needs, emotional (affiliative) or business requires (pacesetting). Better way to communicate between same level of hierarchy is democratic style which give each partners the same right to add his idea and comments and gave them the right to show what they need to process their KPI job better. With respect each other and understanding, affiliative style is most used in this kind of communication. People in the same team who communicate every day and every minute as business need, they will use affiliative and democratic style and that make their work together reach team's goals. Finally, affiliative style is the most important style and use with all kinds of communication.

Professional protocol who sit by professional assurance quality team and head administration office most be used in emails, and via phone. Democratic style is main style that used in one on one meeting and group meeting

References

Dr T S Nanjundeswaraswamy, D. R. (2014). *Leadership styles*.

Leah M. Omilion-Hodges, C. R. (2017). Communicating LeaderMember Relationship Quality: The Development of Leader Communication Exchange Scales to Measure Relationship Building and Maintenance Through the Exchange of Communication-Based Goods. *Business Communication*, 8.