

Everyone's Smart University

Project (Spring 2021)

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

PROJECT LEADERSHIP

Instructions:

- ☐ اخر موعد للتسليم هو يوم الخميس 20-05-2021 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 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

Introduction.

Considering the importance of communication at all times and with high transparency, I will describe the advantage of maintaining communication with the team members by using one of the effective communication tools. the objectives of my research are to know what the suitable tool is to be used within the team to communicate with each other.

Literature Review.

Project managers spend most of their time communicating with team members and other project stakeholders, whether they are internal (at all organizational levels) or external to the organization. 81% of a manager's time in a typical workday is spent communicating. And in order to have successful communication, the channels need to be friendly used, and not complicated.

Communication is the real work of leadership. – Nitin Nohria

Methodology.

The data collection tools, and data sources used to satisfy the selected point "Communication in the project. "is the Internet research and our study book.

Results and Discussion.

Effective communication creates a bridge between diverse stakeholders who may have different cultural and organizational backgrounds, different levels of expertise, and different perspectives and interests, which impact or have an influence upon the project execution or outcome.

Comparison between successful and not successful communication.

If communication is successful	If communication is not successful
Change is encouraged and transitions are easier.	Problems are not identified and addressed.
Commitment is developed among staff (and therefore enhances motivation).	Leaders becoming isolated and follow events rather than shaping them.

Co-ordination within the organization is more effective (therefore ensuring that the efficient implementation of plans and strategies).	Department rivalries develop.
Roles and responsibilities are clarified.	Motivation and morale may be affected.
	Bureaucracy becomes endemic and decision making slows.
	Profit falls.

Strong leadership communication skills can foster trust, instill motivation, and help team members be as productive as possible. Effective leadership is all about effectively communicating with the team. And its skills are important because they:

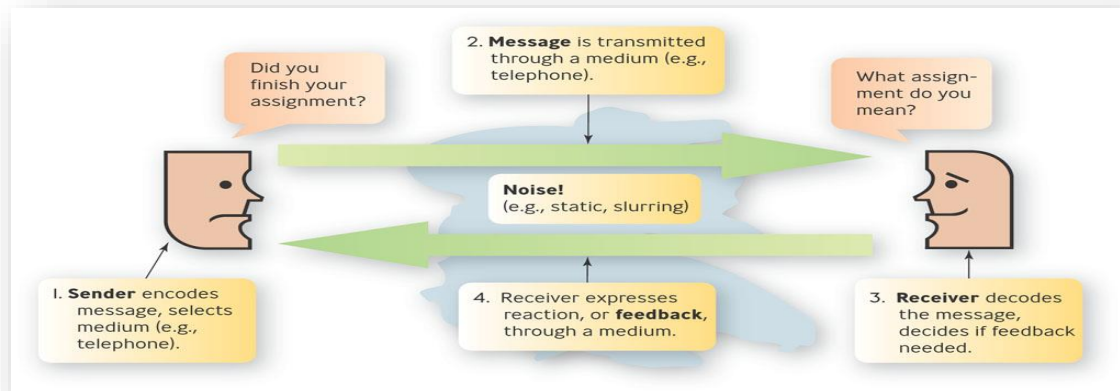
- Promote collaboration among team members and between teams.
- Ensure communication channels between team members and leaders remain open and effective.
- Make sure team members clearly understand their responsibilities.
- Increase the productivity of team members.
- Help employees remain focused on goals and outcomes.

Principles of Communicative Leadership

1. Communicative leaders' coach and enable employees to be self- managing.
2. Communicative leaders provide structures that facilitate the work.
3. Communicative leaders set clear expectations for quality, productivity, and professionalism.
4. Communicative leaders are approachable, respectful, and express concern for employees.
5. Communicative leaders actively engage in problem solving, follow up on feedback, and advocate for the unit.
6. Communicative leaders convey direction and assist others in achieving their goals.

7. Communicative leaders actively engage in framing of messages and events.
8. Communicative leaders enable and support sensemaking.

The Communication Process



If your company is made up of more than just yourself, you know that not a day goes by without internal communication. Businesses function because team members collaborate, managers assign tasks, and information and skills are shared. However, getting your business to run efficiently is a different story—one that requires you to choose the right Communication Concepts for every message.

1. Face-to-face communication

The richest communication channel around, face-to-face meetings are often hailed as the most effective way for teams to interact. This is because it reduces any misconstrued messages by allowing for body language, facial expressions, and other nonverbal communication. It's also the best channel for lengthy conversations.

2. Video conferencing

The next most effective communication channel around, video conferencing retains your ability to read facial expressions while increasing flexibility. You can have a massive group on a video call from anywhere in the world, helping information flow quickly to anyone who needs it.

3. Phone calls

Phone calls are a great alternative when you need to communicate a sense of urgency and get answers quickly. Calls are a real-time, two-way communication channel that still lets you hear the tone of voice. Plus, as long as no visuals are needed to convey your message, this channel also allows for a lengthy discussion.

4. Emails

When you need a formal communication channel, but don't want to waste time with scheduling, email is often the best choice. This type of communication is a great way for you to send formal announcements in a structured manner, especially when sending messages down the chain of command.

5. Text messages

There are two risks when using text messages as a channel for internal communication. First, it can lead to employees being distracted with non-work-related conversations. Second, business conversations can easily be sent to the wrong person—we've all heard the horror stories—which means secure messages should never be sent through this channel.

6. Online messaging platforms

Online messaging platforms that are specifically built to connect internal teams have risen in popularity in the past few years. This unique communication channel functions much like text messaging, as it provides real-time written conversation, but adds a level of professionalism to your informal communication. This is because these platforms are secure, and conversations can easily be limited to select individuals as needed. This channel also allows for more complexity than text.

Example of leadership communication.

Apple CEO Steve Jobs.

He didn't just change the world of business; he changed the world. He changed the way we communicate, share information, and interact with each other. He was a

technological genius, an innovator, and a tough and demanding CEO, but he was also one of the most dynamic and effective public speakers in corporate America.

Here are just some of the Steve Jobs' public communication tools and techniques that the rest of us, regardless of our "chosen field", can learn from.

Ask yourself this question before any presentation; "What is the final message I want to leave with my audience?" Jobs had a habit of saying in his presentations; "And one more thing." And he would do just that tell you one more thing. Sometimes it was a call to action. Other times it was a question or challenge. Jobs understood the importance of leaving a powerful and lasting impression on your audience as opposed to finishing because you sense your audience is fatigued or that you have covered the material in your speech.

Steve Jobs saw every public presentation as a performance. It wasn't simply that he was giving out information about an iPod, an iPhone, or some other Apple product. He was putting on a show. As such, the greatest productions require bells and whistles, or in Jobs' case, video, pictures, and animation. It was all intended to keep the audience stimulated and engaged. What Jobs clearly understood was that no matter how dynamic you are as a public speaker, listening to the same person talk for any length of time can wear down an audience. That's why Steve Jobs always mixed it up so that he wasn't the only voice you heard or image you saw on stage.

And check out this Jobs communication technique. Instead of harping on the details of a particular product in terms of how it works or what it took to bring it to market, Jobs focused on the impact an Apple product would have on people's lives. He made it personal. He painted pictures of an individual consumer listening to an iPod or a student doing research on an iPad. He broke it down. He made it real. He made it tangible and visceral. Speakers can't do that when they are simply dumping data. Jobs understood that and always kept his content relevant to his audience.

Finally, Steve Jobs' most significant public presentation attribute was his passion. Passion isn't a technique or a tool. It's who he was. You can't manufacture passion. You can't fake it. You are either passionate about what you're doing and who you're

serving or you're not. Steve Jobs had passion in spades and that's what powered his public speeches. His audience got excited because he was excited. Even in the final years of his life when he was frail and dying of pancreatic cancer, Jobs never lost that passion. It's a lesson the rest of us, regardless of what we do in the world of business, should never forget. Steve Jobs taught us so much about business especially about communication and leadership.

Discussion

For Face-to-face communication and to avoid the distance between the attendees a would recommend using video conference and followed with the most important tool of professional and documented communication "Emails". And for updating the team with normal updates of information or news I would recommend using text messages platforms such as WhatsApp.

1- References.

<https://www.podium.com/article/communication-channels/>

<https://www.stand-deliver.com/columns/communication/973-steve-jobs-great-inventor-greater-communicator.html>