

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 2021-05-20 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

THE IMPACT OF COMMUNICATION SKILLS ON PROJECT SUCCESS IN ADVERTISING AGENCY-DAMMAM, SAUDI ARABIA

INTRODUCTION

Leadership is fundamental element of the human condition. wherever society exists, leadership exists. Any definition of leadership must account for its universal nature. Leadership seems to be linked to what it means to be human. Communication specialist believe that what makes us unique as humans is our ability to create and manipulate symbols [1].

From communication perspective, leadership is a communication-based activity. Leaders spend much of their time shaping messages that are then presented to a variety of followers, constituents and stakeholders' groups. It is also true that the more leadership responsibility one has, the more one's job focuses on communication. Certainly, the higher the level of leadership, the higher the demand for communication competence [1]. Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project. Communication skills involve listening, speaking, observing and empathizing. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media [2].

Above all, advertising is about being able to communicate thoughts, feelings and emotions to consumers through various mediums, whether that be a television commercial, a print ad in a magazine or a website banner ad. In addition, you'll also have to be able to present your thoughts and findings to peers, team members and potentially even clients, so having a strong knack for pitching ideas and explaining your thought process to others is crucial to your success as an advertising major [3].

My research aims to identify the importance of the role of communication (communication exchange & mutual communication) and leadership style (leader consideration) in advertising agency - Dammam.

LITERITURE REVIEW AND CONCEPTUAL FRAMEWORK

There is a study which its findings were in line with expectations, the study showed that charismatic and human-oriented leadership are mainly communicative, while task-oriented leadership is significantly less communicative. The communication styles were strongly and differentially related to knowledge sharing behaviors, perceived leader performance, satisfaction with the leader, and subordinate's team commitment. Multiple regression analyses showed that the leadership styles mediated the relations between the communication styles and leadership outcomes. However, leader's preciseness explained variance in perceived leader performance and satisfaction with the leader above and beyond the leadership style variables. Implications. This study offers potentially invaluable input for leadership training programs by showing the importance of leader's supportiveness, assuredness, and preciseness when communicating with subordinates. Although one of the core elements of leadership is interpersonal communication, this study is one of the first to use a comprehensive communication styles instrument in the study of leadership [4].

In another study, findings emphasize the potential value of mindfulness in workplace settings. They provide empirical evidence for a positive link between leaders' dispositional mindfulness and the wellbeing of their followers, indicating that mindfulness is not solely an individual resource but also fosters interpersonal skills. By examining leaders' mindfulness in communication as an explanatory process, we created additional clarification about how leaders' mindfulness relates to followers' perceptions, offering a promising starting point for measuring behavioral correlates of leader mindfulness [5].

METHODOLOGY

A research questionnaire focusing on communication skills of project managers, in terms of importance for the successful management of projects was circulated. The results of the survey were compiled and analyzed. The results of the research illustrate those characteristics which are important for managing projects successfully. The characteristics further indicate by implication the project managers' leadership styles with managing projects. The implications of this research may be in understanding the influence of the project manager characteristics. This may indicate to advertising

agencies that they should pay more attention to the characteristics of project managers' and their skills in communication, in order to improve the outcome of projects and to benefit the advertising industry as a whole. The value is that the building industry, specifically project managers, should know the influence and effect a style of leadership has on the management of projects and that these characteristics are essential for effective completion of projects.

RESULTS AND DISCUSSION

The study shows the important characteristics and leadership style needed by a project manager to communicate effectively. It shows the characteristics of an advertising agency project manager. It depicts the average of the respondents' answers to the question regarding the characteristics of project manager and the ranking in decreasing order. The 'none' responses were not taken into account in calculating the average. Second is allowing the team members to take responsibility for their work, third is sharing the vision of the project with the project team, fourth task orientation and fifth people orientation.

All the characteristics are important to extremely important for an advertising agency project manager to possess to ensure successful communication during the execution of a project. The characteristics the respondents rated as extremely important for a leader to possess to ensure successful communication, are to develop trust, collaboration and teamwork (61.9%), sharing the vision of the project with the project team (55.7%) and to allow the team members to take responsibility for their work (45.5%).

The most important qualities expected of a leader according to the current leadership theorists are: listening, communication, stress management, development of other's capacities, feedback, introspection and risk taking. Moreover, leadership involves positive reinforcement of the team while maintaining the feeling of individual autonomy, and being able to take an innovative decision alone with shared optimism. There is no need to have great management responsibilities in order to succeed in leadership. We reiterate the importance for a charismatic leader to smile, to be able to mock oneself and to regulate one's emotions.

CONCLUSION

The leader in advertising agency that is trusted by the team and gets the team to work together will communicate successfully. Project team members need to collaborate, share, collate and integrate information and knowledge to realize project objectives. A leader does not communicate with language only, but also with character, which includes attitude, behavior and personality [6].

Allowing team members to take responsibility for their work and sharing the vision with team members will enhance the formal flow of information in all directions, namely upward, downward, horizontal, diagonal and lateral, resulting in successful feedback. Thus, leaders who allow the team to take responsibility for their work will attain more from team members and communication will be more effective. The results indicated a people-orientated approach towards the management of a project.

This implies that a leader has to sum up the situation to adapt a style according to the situation, which implies the Situational leadership style. The Situational leadership style is the best style a leader in advertising agencies may apply during the execution of a project because it adapts a style according to the situation, which allows team members to take responsibility for their work, and allowing them to participate in the decision-making process.

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