

Everyone's Smart University

Project (Spring 2021)

Student Name	IBRAHIM MUTASIM IBRAHIM MOHAMED	اسم الطالب
Students I.D	2021200134	الرقم الجامعي

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

PROJECT LEADERSHIP

1-INTRODUCTION:

The project leadership in any commercial activity is a vital and crucial task that requires focus and full dedication from all participants because the success or failure of any commercial project determines the direction that the designated company takes in the present and future business environments. Project management is a critical task that anyone should be entrusted with especially in the contemporary technological business environment where changes are inevitable. The overall success of any project is mainly attributed to the leaders in charge of the project because they have all the authority to control and monitor every process of the project along with making critical project decisions. Likewise, when a project fails to achieve its main goals and objectives, the responsible leaders or managers are to blame. The blame is usually attributed to their failure or inability to use the powers granted to them to make the project a success. It is

important to note that any project undertaken by a company aims to achieve specific objectives that will enhance a particular business operation to increase profitability, performance, high productivity and overall success of a particular business in its endeavors. Therefore, project leadership is a crucial and critical role for project success or failure.

What I show you is the leadership of the coffee cultivation project in Sudan, because the success factors in it are high, but someone who leads the boat to safety needs to work for the success of this economically and morally beneficial project in returning Sudan the world's food basket.

2-Literature Review and Conceptual framework:

1- Leadership performance is significant to project success or failure: a critical analysis.

Article publication date: 13 January 2012.

This paper seeks to review the current literature in order to explore how performance of leadership in project management determines project outcomes. The specific causes of project success or failure have been an area of much debate in the project management literature. Performance of leadership has been cited as a critical success factor, determining either the success or failure of a project.

Design/methodology/approach

An extensive literature review has been undertaken to explore our understanding of how project leadership performance impacts on project outcome.

Findings

The mechanisms through which leadership may impact on outcomes are considered. Implications include the need for project managers to prioritize training in leadership skills, and the need for continuous professional improvement to enhance leadership outcomes. No single leadership model is appropriate throughout the duration of the project. Performance, therefore, must be modified to align with the stages of the project duration.

Research limitations/implications

While the literature has given meaningful insights into leadership of projects, there has been little research into performance management of project leadership. The work is the basis of developing a research agenda and establishing a conceptual framework. The opportunity exists, based on this work, for carrying out research on project leadership performance and its effect on project outcomes.

Practical implications

Insightful learning has been achieved into project leadership and the failing of practitioners in appropriate training and development at various stages of the projects life cycle.

Social implications

Projects and project-based management, delivered nationally and internationally, are of

significant importance to organizations. Increasing understanding of the implications of leadership performance, therefore, is of critical importance.

Originality/value

The literature review has identified significant limitation in project leadership performance management. It is anticipated that this work will trigger further research.

2- Applying Traits Theory of Leadership to Project Management.

This research investigates the validity of the traits theory of leadership applied to project management and determines how it correlates to core project management competencies. Previous published work on traits theory of leadership primarily deals with organizational leadership, and not specifically with project leadership. Consequentially, although the previous work is useful in providing a good basis for this paper, additional research is required for application in the field of project management. The necessary data was gathered via researching modern literature on project leadership and through questionnaires sent to project managers with varying levels of project management experience. The questionnaire was designed to evaluate the individual's assessment of what core competencies a project manager should possess. In addition to the questionnaire, an online personality assessment was used to determine the participants' Meyers-Briggs (MBTI) personality type. The results of the literature research and the returned questionnaires clearly indicate that certain MBTI types have preferences that support project leadership, specifically, ISTJ, INFJ, INTJ, ENTP, ESTJ, ENFJ, and ENTJ, with INTJ, ESTJ, and ENTJ being the types containing the most traits that supported project leadership competencies.

3- Strategic Project Leadership® Toward a strategic approach to project management.

Strategic Project Leadership® (SPL) is a new approach to project management that is focusing projects on creating competitive advantage and winning in the marketplace. This approach is particularly relevant to strategic projects that are initiated to create the company's future, including almost all R&D projects. In the traditional approach, project managers and teams were typically focused on getting the job done, and meeting time and budget goals. SPL, provides a modern view. It suggests that projects are initiated for business reasons, and that just 'getting the job done' is not enough. This paper presents a mindset, a framework, and a practical, step-by-step approach on how to connect project management to business results and how to turn projects into powerful competitive weapons. The paper is based on extensive case research, of which we present six cases – three successes and three disappointments – to demonstrate the value of the SPL approach to project management.

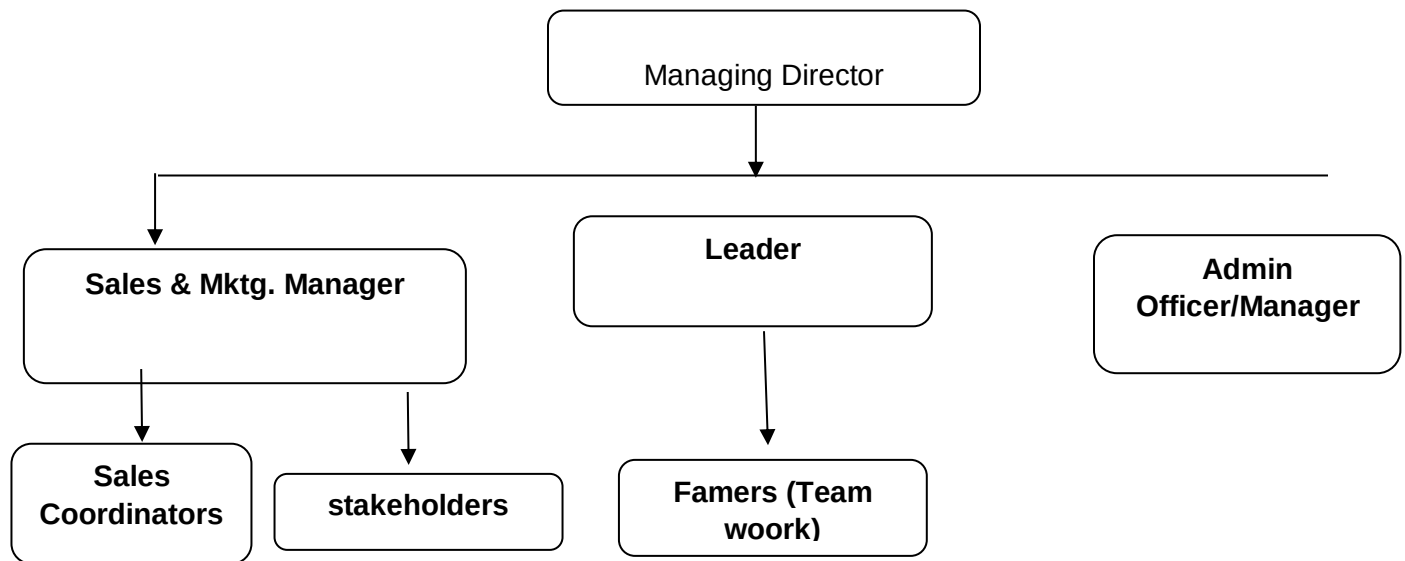
3-Methodology:

The project began by choosing the land suitable for growing coffee, and that land was purchased at a price of 50 thousand dollars, and by making preliminary estimates, it was found that this is the appropriate cost, and after that the necessary equipment for cultivation was brought in and the target customers were identified.

Cultivation is done in this way by placing coffee seeds in large basins, and these basins are shaded, and after the coffee seeds germinate, their seedlings are taken and planted in

sustainable lands, and coffee seedlings must be irrigated with abundant quantities of water at the beginning, taking into account that the seedlings remain in the shade and far from The bright sunlight, and the process of growing coffee is usually done after the rains, so that the soil is moist, which helps the seeds to be well established.

The organizational structure has been determined, as well as a market study to estimate the quantities that will be harvested, sold, and the most prominent customers



When the works started, several problems arose, including irrigation and water availability. As well as the farmers' problems in the daily work periods, and despite the distribution of tasks, some people were not satisfied with several reasons, including work pressure and confused ideas that the project would not succeed because it is almost new. These problems were solved by listening to the farmers' opinions, directing advice and trying to understand the problems. They have been solved. It is good that these problems appeared at the beginning of the project and not in the middle of it because the losses could have been large. The solutions emerged in direct confrontation with farmers and listening to their complaints. Here, the role of listening to all parties to identify the problems and solve them emerges.

4-RESULTS AND DESCUSIONS:

After completing the project, the following results were reached:

- 1- The success of the project depends on the bold idea.
- 2- The choice of the leader is more important than the choice of the manager in this particular project
- 3- The capital is returned during the 9-month period of harvest, not the cultivation.
- 4- Market study processes had the greatest impact on identifying clients, and that was only possible through the selection of a good leader who guided the entire team to the success

of the project.

- 5- The most important point in the success of the project leader is the strength of motivation and listening to all parties, which was what appeared on the project results.

5-REFERENCE:

- 1- Coffee: growing, processing, sustainable production. A guidebook for growers, processors, traders, and researchers (2004 pp.lv + 976 pp.).
- 2- Applying Traits Theory of Leadership to Project Management.
- 3- DIVERSITY IN SMALLHOLDER FARMS GROWING COFFEE AND THEIR USE OF RECOMMENDED COFFEE MANAGEMENT PRACTICES IN UGANDA (ambridge University Press 2015).
- 4- Effects of shade on growth, production and quality of coffee (Coffea arabica) in Ethiopia (Adugna D. Bote; Paul C. Struik-2010).