

Everyone's Smart University

Project (Spring 2021)

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

أساليب القيادة المختلفة هي العامل الرئيسي في نجاح أي المشروع. 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

Communication in the project

Introduction:

Communication is how we build and maintain relationships, not only in our personal lives but also in the airline's agency with coworkers, partners and customers. And especially in times of a pandemic, communication is key.

To run efficiently and thrive, they need to implement clear communication strategies. In addition, having the right communication tools in place is also essential. In this article, I'll explore the importance of communication in the airline's agency, plus provide tips for developing an effective communication strategy for the airline's agency.

Communication strategies are action plans for improving communication within the agency. In addition to establishing goals for a successful plan, a communication strategy typically involves the selection of tools to enable a strategic mix of verbal and nonverbal communication styles. Using communication strategies in the agency increases company knowledge, eases cross-department communication and ultimately makes business processes more streamlined and efficient.

Today I am going to be set up to maintain communication with the team members.

Effective communication helps team members build strong relationships and positively contribute to the agency any culture and overall growth of the company. Here are some point to implement an effective communication strategy within the agency:

Literature Reviews:

The growing importance of knowledge as an essential resource in the strategic management of a Multinational Corporation (MNC) and how communication enhance its impact inside the agency performance has been the subject of study of many researchers, for example, Zheng, Yang and Mclean (2010), consider "communication management plays a potentially mediating role in connecting organizational context and strategy with organizational effectiveness. Successful communication management is believed to have the potential of enhancing an organization's competitive advantage, customer focus,

employee relations and development, innovation, and lower costs”. López-Nicolás and Meroño-Cerdán, (2011) also describe communication management as a “significant mechanism to enhance innovation and corporate performance. Companies know that with a clear knowledge management strategy can be more innovative, achieve better financial results, improve processes and develop human resources’ capabilities”. And Yang (2010) suggests that the vast majority of studies in the literature about communication management state that it has been considered “a critical strategy for firms to obtain competitive advantage and positively impact firm performance”. It can be said that several authors consider knowledge as the source of innovation and value creation (Yang, 2010), (King and Marks, 2006), (Wagner and Buckó, 2005), (Wang and Noe, 2010), (López-Nicolás and Meroño-Cerdán, 2011), (Choi, Poon and Davis, 2008), (Miao, Choe and Song, 2011) and agree that without communication, knowledge will lose meaning and impact (Zakaria, Amelinckx and Wilemon, 2004). But the ability to manage communication inside Multinational Corporations (MNC) and contribute effectively to knowledge sharing in a cross-cultural environment relies in the promotion of “knowledge development in the MNC, by using organizational mechanisms creating links between individuals and encouraging social interaction” (Adenfelt and Lagerström, 2006). Knowledge requires communication (Miao, Choe and Song, 2011). And a successful knowledge sharing between the headquarters and the subsidiaries depend on their preexisting relationships and an understanding of contextual factors. “Findings show that the knowledge development process could be difficult because of the lack of interpersonal relationships and a shared structure and practices within the transnational teams” (Adenfelt and Lagerström, 2006).

Methodology:

1. Use Great Communication Tools:

There are many tools out there that can be used to make internal communication within the team more effective, including:

- To use, cloud-based video conferencing solution that you can use on your personal devices or integrate into conference rooms to enable instant face-to-face

communication with remote team members. The true-to-life 4K image quality makes it feel like you're meeting in the same room, and the ultra-high-definition content sharing ensures that the quality and details of your work are maintained during important presentations.

- Monday is a project management tool that enables managers to plan, organize and track their team's tasks and progress in one visual, collaborative space. Monday makes it easy to keep on top of your team's workflow as well as your own.

2. Meet with Employees Regularly:

Another communication method that works is meeting with the team regularly, this helps to improve communication and collaboration. For teams with remote employees, a video conference call is a perfect solution for everyone to be able to meet face to face. Unlike audio calls, video conference calls let you actually see facial expressions and body language so everyone is able to fully understand how something is being communicated. You can also record your meeting for team members who were not able to attend the conference call to review later.

3. Recognize Achievements:

As a manager or team leader, it is important to keep morale high and motivation strong. By recognizing individual and team achievements publicly, you'll show that you notice and care about your team and how they perform. Recognition for achievements can have a positive impact on performance and boost productivity.

4. Give Clear Instructions:

One area where communication tends to fail is in how team leaders communicate instructions. Unclear communication can cause delays or completely stop a project. Make sure you include detailed instructions for every task or project. You can deliver these instructions via email, a project management tool, video chat or all of the above. Clear instructions make it easy for your team to get things right the first time.

5. Create an Open Environment:

To open up the flow of communication, you need to ensure that your team members feel comfortable enough coming to you when they have a problem, made a mistake or have a question. We've all heard the phrase "My door is always open," but that's not exactly easy to do when your team is spread out all over the world. By making it clear to your team that they can reach out to you for anything, whether in person or over a video call, you'll make them feel comfortable and create an open environment of communication.

6. Make Time for One-on-Ones:

In keeping with creating an open environment, it's important to set up one-on-one meetings with each team member to give them the opportunity to come to you with questions, problems or suggestions. One-on-ones are great opportunities to talk to team members about their performance, what they are struggling with and how you can better support them. They may bring some things to light that they may not have felt comfortable sharing in a group environment. One-on-one meetings can also help them feel valued as individuals.

7. Use Visuals

Don't be afraid to utilize different methods of communication to help get your point across. People often miss details if they don't have a visual reference to go back to especially if they aren't great at retaining auditory information. Whiteboards promote creativity and make content visually appealing and easier to absorb and retain. Kaptivo with Lifesize Share lets you capture and share whiteboard content in real time during video conference calls. After the meeting, be sure to send out any slide decks or Kaptivo sessions that were shared during the meeting as a visual reminder of what was discussed during your meeting.

8. Be Open to Feedback

Managers need to realize that two-way communication is also important. Open communication means that you have to be open to receiving feedback from your team members in order to improve your own communication and leadership management style.

Have a system where team members can easily send you feedback, perhaps via email, face to face or anonymously. Encourage team members to give you suggestions on what could be improved for higher employee satisfaction, and, how the team can communicate better with ideas for the future of the company.

Discussion and Result:

Communication plays an important role in how companies work, collaborate and even socialize. Poor workplace communication can lead to a range of issues within an organization.

One study found that 45% of US workers are unhappy with the way senior management communicates and negatively affects employee engagement. This results in employees feeling out of the loop, disconnected and unheard.

By contrast, when employees feel like they are being heard, it creates a positive ideal work environment, increases productivity and fosters innovation in the workplace.

1. A Positive Workplace

A positive work environment begins with a collaborative foundation. Encouraging team members to ask questions and voice their opinions helps them feel empowered, increases team collaboration and gives them a sense of community that will contribute to the group's success. Ultimately, a team that focuses on building team camaraderie is a stronger team that is happy and eager to work together.

2. Increased Productivity

By communicating effectively, you can better understand your employees' skills, experience and talents. This makes it easier to provide clear directions and assign tasks to team members with the most appropriate skills. In addition, implementing effective communication strategies helps teams collaborate better, experience fewer mistakes and increase productivity. In a recent survey of Lifesize users, an overwhelming 99% of respondents agreed with the sentiment that improved communication and collaboration have led to improved productivity for the teams.

3. Greater Innovation

When employees feel that they can communicate their ideas and opinions openly without fear of ridicule, they are far more likely to bring new ideas to the table. By sharing ideas and opening up channels of communication, you can increase innovation within your organization.

Conclusion:

Overall productivity increases when companies have an effective communication strategy in place. Through regular one-on-one and team meetings, you can improve how you communicate in the workplace. However, for global companies with team members located in different cities, communication across the entire organization can be a bit more challenging.

References:

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