

Everyone's Smart University

Project (Spring 2021)

PROJECT LEADERSHIP

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Importance of Communication in the Project To The Leadership

1. INTRODUCTION

Leadership is the process of leading subordinates and team members to a successful outcome along with sharpening their skills. A leader uses his skills to support their subordinate's through inspiration, motivation, clear objectives to prevent any confusion, communication. The other main role of a leader is setting and achieving goals. Solving problems is one of the main characters originate in a leader. Leadership is essential in any project. A project consists of many blocks and milestones which requires a leader to be able to break-down those blocks into smaller tasks for others to be able to understand and work on to be easily tracked, followed-up and submitted. Leadership skills are required to be able to submit a project. The role of the leader to steer his/ her team in order to achieve the main goals and outcomes. Nevertheless, a leader should also train the subordinates to become future leaders. Coaching and lead by example also with the other skills can sharpen young future leaders to lead in upcoming projects, lead companies, etc. ... One of the main leader responsibilities is to develop new leaders without the fear of losing his place. People view a coaching leader as one of the best leaders as he/ she are developing newer generations on how to lead.

Effective communication in the workplace is imperative in a leadership role and a good communication is what separates a poor leader from an exceptional one, having effective communication skills is the key to good leadership as well. When you communicate well with your team, it helps eliminate misunderstandings and can encourage a healthy and peaceful work environment. Efficient and open communication with your team will also let you get work done quickly and professionally. The moment you get the lines of communication open with your team, the process of carrying out tasks and projects will most likely go by smoothly. Plus you will be surprised how meeting targets will become a whole lot easier.

2. LITERATURE REVIEW

The literature has sufficient amount of leadership studies and the skills that the leader is supposed to occupy. Leadership and skills publication will be summarized below.

2.1 THE EFFECTIVE LEADERSHIP AND ITS CONNECTION WITH COMMUNICATION

Luthra (2015) explained the effective leadership and its connection with communication. Luthra also explained that an effective managers skills are accomplished by an effective leadership and pointed out that in older studies statistics showed that 70 to 90 percent of manager's time is spent with communications. He concluded that communicating is the most important skill required to have an effective leader which is reflected to an effective manager [1].

2.2 A SYSTEMATIC REVIEW OF THE LITERATURE ON THE IMPORTANCE OF COMMUNICATION RELATED TO LEADERSHIP

Verma (2015) paper included a systematic review of all available research on the importance of communication related to leadership. Verma came to a conclusion that good communication skills lead to better leaders, also pointed out in his study that the lack of research in the communication from a corporate and leadership perspective [2].

2.3 LEADERSHIP COMMUNICATIONS AND QUALITY ALONG

Arsovski and Nikezic (2012) explained leadership communications and quality along with the definition. Arsovski and Nikezic described the role of the leader towards their work and other leaders and how the quality of the communication plays an important role [3].

3. METHODOLOGY

Communication is a critical factor in project management. There are instances where projects have failed because of miscommunication and communication gaps. Project managers fill this gap by devising a good communication mechanism that will help him to communicate with the team members as well as stakeholders, sponsors, top-tier management and all the people who are connected to the project.

If an effective communication methodology is not followed by the project manager, it may lead to many discrepancies and ultimately may also lead to project failure, which is not appropriate for the organization. It is also important that the right information is delivered to the right person. For instance, the information that is intended for stakeholders may not be appropriate or beneficial for the project team members and similarly team members information may not be useful for top level management officials or stakeholders. Effective Communication is defined as the ability to transfer the information to another person effectually and proficiently. therefore, The interaction model of communication describes communication as a two-way process in which participants alternate positions as sender and receiver and generate meaning by sending and receiving feedback. A communication strategy should be conceived at the project planning stages, so the key is its influence on the success of the project.

Given the organisational and geographical diversity of project teams, it is important to consider all methods of communication. The main communication types in project management are verbal, non-verbal, writing, visual, and listening. These types transform into efficient project communication methods: emails, instant messages, meetings, voice and video calls. Today's enhanced technology allows us to communicate easily where ever the team members may be. Communication methods can either be active or passive.

ACTIVE communication methods being those used to communicate in the here and now, for example: (face to face meetings, video conference, meeting – one on one, or group, Telephone conference, or voice only web conference, Webinars, becoming increasingly popular for the delivery of presentation based activities, telephone – good old fashioned call and stand up presentations). **PASSIVE communication methods** would be those which recipients can adopt in their own time, for example: (pod cast, web cast, email, intranet bulletin boards, blogs, website, project newsletter – paper based and table top presentation). Always ensure that a mix of active and passive methods of communication is used to complement each other. This should be considered as part of the overall project management communication strategy.

4. RESULTS AND DISCUSSE

Projects that come with a lot of communication problems often lead to frustration, delays, and conflict within the workplace. This is the reason why using effective communication methods are very important for the success of the project. Without the effective communication methods, it will be very difficult for the project to even move forward as the lack of methods will result in the misunderstanding of the project goals and even conflict among the stakeholders. Project managers have the responsibility to properly channelize the communication process, so that right persons receive the right information. Another important point that project managers must make a note of is that the information sent must be clear, concise and informative. Sometimes improper information may also lead to miscommunication or they are interpreted by the recipient, which can lead to bad work quality. There are many of signs for successful and non-successful communication on the project as shown in Table 1[4].

Successful Communication on the Project	Non-Successful Communication on the Project
Encourage the changes	The problems are not solved
Facilitate the Transitions	The conflicts arises
Develop the commitment	Leaders become marginalize and isolated
Improve the motivation	Motivations will be affected
The coordination within the organization become more effective than before	Tasks and activities are not finalized on the specific time
Implement the plans and strategies	Delay on Decision making
Define the roles and responsibilities	Decrease on Profits

Table 1: Signs for Successful and Non-Successful Communication on the Project

The following table will demonstrate the Ways to Communicate Effectively with team in the project

Ways to Create Effective Communication in the Project
1. Open Meeting
2. Use Emails
3. Create a Receptive Atmosphere
4. Communication via Training
5. Display Confidence and Seriousness
6. Use Simple Words
7. Listen to Your Team Members
8. Use Body Language
9. Use The Appropriate Tone of Voice
10. Use Presentations
11. Be Supportive
12. Be Articulate
13. Avoid Mumbling
14. Be Appreciative

Table 2: Ways to Create Effective Communication in the Project

After the importance of effective communication with team during the project was explained, the suitable leadership styles for effective communication skill on my organization will be defined as following:

- **Affiliative Leadership** (To build the employee trust and increase employee morale, the project leader has to have a good communication).
- **Coaching Leadership** (To create a positive work place by motivating, coaching, inspiring, encouraging and building the skills of the team members, it needs for a good communication as had explained).

- **Democratic Leadership** (The project leader relies on the skills, knowledge of team members and based on that the team would make the decision collectively, create a well collaborative work place and higher quality work and it needs for effective communication to take appropriate decision).
- **Pacesetting Leadership** (The project leader has the ability to achieve the results quickly with high performance, high pace and high quality and he valued the results more than anything and needs for a good communication to understand the request).
- **Charismatic Leadership** (The project leader has an enthusiastic, self-confident and create a vision that make everyone believes that the future will be better and had the ability to articulate that vision, it needs for effective communication to achieve that).
- **Visionary Leadership** (The project leader focused on setting a positive vision for the future and achieved that vision by encouraging, motivating, supporting, recognizing, rewarding employees and enhancing innovation, it needs for a good communication with the team to achieve his vision).

5. REFERENCES

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- 3- Arsovski S., Nikezic (2012). Leadership Communication and Quality. 5th International Conference: Science and Higher Education in Function of Sustainable Development.
- 4- Malachowsky, S. (2018). Project Team Leadership and Communication.