

Everyone's Smart University

Project (Spring 2021)

Student Name	Dina Atif Qudaih	اسم الطالب
Students I.D	2021200750	الرقم الجامعي

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PROJECT LEADERSHIP

Instructions:

- ☐ آخر 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 House of Dina Co.

- **Introduction:**

House of Dina Co. is brand for Abayas line. As we know the fashion sense in Medial East is miscellaneous. And the Arabian women always looks for the high-end quality and unique look in her community. Because of that Power that we are seeking to keep it bold and up in our vision and objectives. We are interested in enhancing the soul of the brand. Staring from hiring the team until delivered the order. All these processes to be achieved efficacy. We should make sure of a leadership skill impact in improving our career, and being in management position such as the owner of the company who should be familiar with the leadership skills and how to use the suitable style for the personality character as owner or it helps to hire the right person for the right role in the company to reach a shared goal with the team.

In House of Dina Co. one of the most important objectives is the team came first. Because of that we work to enhance the communication between all the team members by motivating them to participate always and sharing their concerns. Because we believe this will be reflected on our product and on the Company social image. Therefore, we seek to use Democratic Leadership Style and Transformational / Visionary Leadership Style with all the processes that require organizing, communicating and motivation.

- **Literature Review and Conceptual framework:**

Leadership:

The leader as define in the business who is the person who has the character that support your career by how he interacted with the team and how to distribute the right tasks for the right efficient member and manage all the procedure and transactions, and has the ability to solve the issue in order to accomplish the goals.

Indeed, he has the authority to guide actions, support the team and make decisions. reconcilable to take care about dealing with suppliers. And based on our company objectives that interested to serve the customer and provide unique product, so our team required suitable leadership style fit with there personality to let them be able to explore in and provide the right and needed energy in their work with keeping the passion to work what they like.

Consequently, we found Democratic Leadership Style and Transformational / Visionary Leadership Style are matching with the leader's Personality and team needs :

1. Democratic Leadership Style:

In this style, the leader gives opportunity to the team members to participate and share their opinions to make better decision and the leader here will listen to make the final decision by team supporting. Or give the authority to qualified member to accomplish the target or the task.

2. Transformational / Visionary Leadership Style

In this style, the leader encourage, motivates and support the teams by recognizing and rewarding who did good work. Also, he sets clear goals and objectives, and he hired different skills and diversity to inspire them to communicate and work together in grope to enhance a good relationship to give them chance exchange their ideas and share creative decisions making to accomplish the company goals.

- **Methodology:**

Based on House of Dina Co. objectives and research aims to solve any internal issue happens and because the leader interested to listen to all the members she started face issue there no time to listen to all and see all the designs and many need required to follow-up. of them and in the same time motivate them because the workload because of that we conducted study to solve the mentioned issue.

The used research methods in this study is Quantitative approach, this approach is depending on deduction reasoning by expert different situation and observe the results and compare between them and the objective until accomplish or become closer to the strategy objectives. In This approach we conducted several meetings to solve the long-consumed time to listen to all the members and the better decisions making issue by conduct several meetings in order to set the suitable objectives. then we arrange different plans to operate the meetings in different situation. then after several experiment, we conducted surveys to collect information about the team members by a questionnaire by mail asking them a list of questions related to psychology includes (personal traits, preference and behaviors) and social research includes (investing the experiences and the required characteristics). And according to their response, analyzing the results by processing the data in excel to be matching with team management. Then the results will be ready to see exactly what we need.

- **Results and Discussion:**

from the results we find the best way to solve the issue be focused more in the following points that related to the Team management:

- Team structures
- Team development stages
- Team needs

First, the key of company success is restructuring the Team Structure to build Interdisciplinary teams. all members treated equally with the leader and decisions are made by all the members. And this will support the team to enhance ability to interact, exchange the suggestion, motivate each other and accomplish the shared objectives. On other time, each member feels free to express his/her opinions and has enough time to discussed and improve the brainstorm.

Second, in House of Dina Co. we interested in the devolvment in the all aspects especially for team. Here the study helps to look back more into Team Development Stages which are:

Forming: focusing on the team identity and objectives and sticking. In this phase include the lead is providing clear expectations and consistent instructions, and quick response times.

Storming: Traits of Storming include resistance, lack of participation, conflict, competition, high emotions, and moving towards team norms. Strategies for this phase includes normalizing matters and encouraging leadership

Norming: include reconciliation, relief, lowered anxiety, members are engaged and supportive, and developing cohesion. Strategies for this phase include recognizing individual and team efforts, providing learning opportunities and feedback, and monitoring the team energy.

Performing: include demonstrations of interdependence, ability to effectively work and produce as a team, and balance of task and process orientation. Strategies for this stage includes guiding from the side, encouraging team decision-making and problem-solving, and providing opportunities to share learning across teams.

Third, the study represent most important team needs like all the members should trust to each other, managing the conflict properly by professional techniques, achieving the commitment and all the required. Motivate and inspired each other and working to achieving the targets.

- **References**

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