

Everyone's Smart University

Project (Spring 2021)

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Master

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PROJECT LEADERSHIP

Instructions:

- ☐ اخر 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 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 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

The Impact of Effective Leadership Communication on Project Success

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Leadership and Communication: A study about the impact of Effective leadership communication on project success in SamaraTech Organization.

SECTION 1: INTRODUCTION:

In SAMARATEC organization, as the management decided to make a transformational change of lowering the accidents rate and monitoring drivers' attitude, implementing GPS tracking system was the solution to solve this problem. This project has been assigned to me as a leader to set the bases and take this project from initiation to the execution phase to go life. Creating the vision, building the team, communicating and coordinating with the management and supplier were all in my responsibility scope.

Many people assume that a group's or project's success or failure is ultimately determined by the leader and the style of leadership demonstrated. For the purpose of examining how far the leadership styles and effective communication are linked to each other and to enhanced the success of the project, this research study has been conducted.

SECTION 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1 LEADERSHIP:

There are numerous numbers of leadership definitions, but most of these definitions involve defining leadership as the ability to direct a group toward the attainment of goals (Ronald, 2009). It is an influence-based mechanism in which a leader influences the behavior or attitude of group members or subordinates. The importance of leadership made it as one of the major topics to be considered by the organizations. They invest millions of dollars per year seeking to find management staff who possess the skills needed and qualities necessary to lead work groups effectively, to train and educate employees to become successful leaders and to improve the key leadership characteristics.

Successful leaders can motivate and empower their followers to achieve organizational goals. They often have the ability to transform them into highly effective teams and encourage them to be effective leaders.

2.2 THEORITICAL CONSEPT OF LEADERSHIP:

There is a long history of researches and theories on leadership. It is considered as one of the most significant aspects of I/O psychology and management. Theoretical frameworks of leadership tend to build on one another in a way that later theories incorporating elements from earlier models. Leadership theories can be divided into three main categories: Universalist theories, behavioral theories and contingency theories. Universalist theories look for the major characteristics common to all effective leaders (Ronald, 2009). Whereas Behavioral theories concentrates at leader's behavior instead of leader's characteristics. Contingency theories of leader effectiveness is any of several theories which recognize that certain styles of leadership are more effective in some situations than others (Jerald & Robert, 2008).

In this regard, there are several leadership styles that can be differentiated from one another. Each style has its own characteristics and has a preferable situation to demonstrate. These leadership styles including: Affiliative, Authoritarian, Coaching, Democratic, Laisses-Faire, Pacesetting and Transformational leadership style. This research study covers the main leadership styles that have been possessed during GPS project implementation.

2.3 LEADERSHIP STYLES:

Each leadership style has its own influence in how leaders communicate with followers. In this research the focus is to study Autocratic, Transformational and Democratic leadership styles with communicating and how they impact the project outcomes.

2.3.1 AUTHORITARIAN AND AUTOCRATIC LEADERSHIP STYLE:

The authoritarian leader maintains strict control over followers by directly regulating policy, procedures, and behavior (Carigo & Micheal, 2018). As a mean of reinforcing role differences, authoritarian leaders establish a barrier between themselves and their supporters. They assume that without close and direct supervision, their followers would not work effectively.

This style of leadership, the leader centralized the decision making and restricting the interaction and participation of the followers. The authority and responsibility are held by the leader only.

Authoritarian leadership is most effective when a team is in crisis or drastic remediation is needed (Samuel, 2018). Since it is rarely focusing on team members' accomplishments, it will lower morale and lead certain team members to look for other opportunities. It is preferable to prevent this leadership style or to use it only when absolutely necessary.

2.3.2 TRANSFORMATIONAL LEADERSHIP STYLE:

Transformational leadership focuses on the leader's capability to provide the work community with common values and a vision for the future. The transformational leader, inspires followers by providing a vision of where the group is headed and developing a work culture that stimulates high performance activities (Bass & Riggio, 2006). They are viewed as a responsible for performance beyond ordinary expectations as they transmit a sense of mission, stimulate workers' learning experience, and inspire new and creative way of thinking (Hater & Bass, 1988). The four "Is" reflects the elements that make up transformational leadership. **Idealized Influence** where the transformational leader becomes a positive role model for the team members. **Inspirational Motivation** of being able to arouse and encourage followers by presenting a convincing vision of a bright future with significant and meaningful outcomes. **Intellectual Stimulation** in which to stimulate followers' creativity and innovation by allowing them to participate in brainstorming sessions and decision making. **Individualized Consideration** where the leader gives each follower individual consideration to their feelings, desires, and concerns.

2.3.3 DEMOCRATIC LEADERSHIP STYLE:

The leader adopting the democratic communication style encourages follower involvement and participation in the determination of goals and procedures (Carigo & Micheal, 2018). This type of leadership facilitates the interaction between the leader and followers. The leader believes on the followers' knowledge and capabilities by giving them authorities to make decisions but still the leader holds the final responsibility.

Democratic leadership creates collaborative workplace and foster the commitment to achieve the goals. This style works best when options or decisions are unclear and the group has mature professionals who are comfortable making decisions collectively (Samuel, 2018).

2.4 COMMUNICATION:

Communication can be defined as the process by which a person, group, or organization (the sender) transmits some type of information (the message) through a channel to another person, Group or organization (the receiver) (Jerald & Robert, 2008). Communication is ongoing circular process.

It is a complex process involves more than just one person sending a message to another. As the number of participants increase, the number of channels increase too. Communication has many types such as: Formal/ Informal, Internal/ External, Verbal/ Nonverbal ...etc. Regardless of communication type, potential blockers could disturb the transmission quality involving language and culture, technical issues, unknown context and so many other blockers. Coming over these blockers will enhance the understanding and sharing information between parties.

2.5 LEADERSHIP STYLES AND COMMUNICATION:

It is estimated that almost 80% of a manager's job involves communication. Communication is essential for work groups and organizations to operate and perform effectively. the better the channels of communication between the leader and followers, the more likely is that the two will be able to cooperate to get the task done (Johnson & Bechler, 1998). it is particularly important to listen and be sensitive to followers' needs and concerns. In fact, effective listening considered as leader's most important skill.

According to the researches, democratic style of leadership communication is often the most efficient among all other styles. It is highly associated with enhancing and increasing followers' productivity, satisfaction and commitment as well. A negative element of this style is time consuming. It can become mired in lengthy debate to make a decision. Authoritarian leadership is effective in terms of output but is generally inefficient in enhancing follower satisfaction and commitment (Carigo & Micheal, 2018).

On the other hand, while transformational leader focuses on creating and communicating a vision for the future, it has to have realistic view of the strengths and weaknesses of each team member, which helps avoiding disenchantment (Samuel, 2018)

SECTION 3: METHODOLOGY

To conduct this research study, Quantitative approach has been used to examine the relationship between effective communication and leadership styles and how they play a major role to success in any project. A survey is a comprehensive tool in which participants are asked to respond to a series of questions or statements related to a specific subject. For this research, a questionnaire has been developed and distributed among the team members where they need to evaluate each statement using a five-pointer liker scale (1= Strongly Disagree, 2= Disagree, 3=Neutral, 4= Agree, 5= Strongly Agree). All qualitative data from respondents have been collected and electronically captured to Microsoft Excel. The feedback has been analyzed and summarized to establish the relative frequency as a percentage value. And by using Person Correlation Coefficient analysis to demonstrate the relationship strength between communication, leadership styles and project's success. The display of graphical representations was used as necessary to simplify and support research findings.

SECTION 4: RESULTS AND DISCUSSION

1. Response Analyses of the impact of Leadership Communication on project's success:



More than half with almost 62% of the respondents agree that effective leadership communication is a major factor of the success in GPS implementation project. 22% are strongly agree, 16% as neutral and 0% responses as disagree.

2. Response Analyses using Person Correlation Coefficient:

Correlation between variables is a measure of how well the variables are related. The most common measure of correlation in statistics is the Pearson Correlation which shows the linear relationship between two variables. Results are between -1 and 1. A result of -1 means that there is a perfect negative correlation between the two values, while a result of 1 means there is a perfect positive correlation between the two variables.

A result of 0 means that there is no linear relationship between the two variables. This analysis has been used in order to study the relationship between Leadership and Communication on Project's Success as shows bellow.



	Communication	Leadership
Communication	1	
Leadership	0.812	1

Interpretation:

High Correlation: 0.5 to 1.0 or -0.5 to -1.0

Medium Correlation: 0.5 to 1.0 or -0.5 to -1.0

Low Correlation: 0.5 to 1.0 or -0.5 to -1.0

The value of r is **.812** which indicates that there is High Positive Correlation between Effective Communication and Leadership styles to enhance the success of the projects and meeting the organizational objectives. The graph shows that the points are scattered in a line pattern which means the relation is strong between these two variables.

SECTION5: CONCLUSION

To be effective leader, one of the most important skills that need to obtain is the ability to communicate effectively which is highly correlated to the overall project's success. Different leadership styles have a significant effect on the effectiveness of communication that cause a positive or negative impact on a team's morale.

For democratic, visionary, transformational and coach leadership styles, leaders encourage the followers to interact frequently. Support and develop their skills to be more productive and effective in their roles. This leadership communication style strengthens teamwork while also assisting each employee in understanding their own strengths and weaknesses. Involves them in decision making process, listening and considering their needs would increase their commitment toward achieving the vision and completing the mission.

An authoritarian leader promotes a structured leadership communication style in where team members have a limited interaction. While this style encourages a concentrated and organized work approach, it does not foster team spirit and can hinder collaboration. In some situations, this style is the most appropriate to demonstrate, such as during crises or urgent decision making where the leader is the most knowledgeable member in the group.

As a conclusion, effective leader should have the ability to adapt different leadership styles depends on the situations that may face, and it is all about communicating effectively with the team members to gain the maximum advantage of each situation. By following this approach, the desired results will be achieved with the utmost team members' collaboration and commitment towards the team and the organizations.

SECTION 6: REFERENCES

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SECTION 7: APPENDIX: Effective Leadership Communication Survey

Dear participant,

I am Samar Abahussain, a leader of GPS implementation project., I am conducting a study about “The Impact of Leadership Communication on Project’s Success” among team members as a part of my project proposal. Kindly, assist by answering the following questions below.

Please circle one number of each question that comes closest to reflecting your opinion about it.

	How do you think effective leadership communication has impact on project’s success?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
COMMUNICATION	1. My department leader provides clear understanding of the vision and goals to be achieved.	1	2	3	4	5
	2. My department leader is open and honest in communication.	1	2	3	4	5
	3. I have access to the information I need to do my job well	1	2	3	4	5
	4. My leader has regular meetings with me to discuss my progress.	1	2	3	4	5
	5. My leader provides valuable feedback that allows me to improve my performances	1	2	3	4	5
LEADERSHIP	6. My department leader acts in ways to inspire a strong commitment to our goals.	1	2	3	4	5
	7. My department leader treats employees as this organization’s most valued asset.	1	2	3	4	5
	8. My leader gives significant consideration to employees’ opinions and suggestions in decision-making process.	1	2	3	4	5
	9. My leader has the skills, knowledge to manage the team well	1	2	3	4	5
	10. My leader is available to coach and develop team members.	1	2	3	4	5