

Everyone's Smart University

Project(Spring 2021)

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Section	Date	Course Code
Master of Project Management	Monday 17 / 05 / 2021	(PMG511)

PROJECT LEADERSHIP

Instructions:

- ☐ آخر موعد للتسليم هو يوم الخميس 2021-05-17 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**

Project:

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

The Answer:

Role of communication in successful leadership

Introduction

Communication is one of the most important variables that have an impact over the success of a project, a team, or an organization. Communication is the process of encoding a message, and sending it through some medium, to the recipient. The recipient receives the message and decodes the same. Communication can only be effective if the message is understood by the recipient the way the sender meant it. In organizational context, communication includes sharing organizational knowledge, updates, experiences, and skills. Research has shown that employees can be more connected to the organization they work for if the communication is effective in the organization. For the success of the organization that is going through expansion and development is through effective communication. When the communication within an organization is effective, it keeps the employees motivated. They are thus keen to perform at their level best, and be useful for the organization. Lack of communication in an organization creates uncertainty. It can be devastating for the employee motivation and engagement level. The aim of this research is to study the role of communication for the leaders to ensure successful expansion and growth of the organization. The objectives of this research are given below.

- To study the role of communication in effective management and leadership in an organization
- To analyze the ways for the leadership to use communication as a tool to keep the employees engaged and motivated
- To recommend communication strategy suitable for the organization in expansion phase

Literature Review

Frunza (2017) have discussed that communication and leadership are very closely related concepts. Leadership can only be effective in an organization if they communicate effectively with their employees. As per Mikkelson et al. (2015),

communication in an organization needs to be in various directions. When the leaders and managers communicate with their employees through official orders, emails, or through informal messages, it is considered as the top-down model of communication. In this case, the employees are informed what is expected of them, and they are expected to perform that way. Although this might clarify the requirements of the job to the employees, it is not a very effective or motivating approach to communication. The employees feel that they are not a part of the whole organization. To improve the employee engagement level of the employees, the best approach is to ensure that bottom-up communication is there. It suggests that the employees also have ways to communicate their issues, ideas, and knowledge to the leadership of the organization by communicating with them in an easy way. This makes the employees feel that they are a part of the organization, and thus their engagement level improves. Another important issue that is discussed by Cunningham et al. (2017) is that there should be horizontal communication within the organization. If for example, a project is being run in an organization, it can only run smoothly if along with top-down and bottom-up methods, horizontal communication between the departments involved is also there. This is an important type of communication within the organization that is missed by many organization. The results can be much better if all these three models of communication are utilized by an organization.

Methodology

To complete this research, a detailed systematic literature review will be conducted. The research articles that would be a part of this research would be qualitative in nature. This research will also be qualitative thus. It will be a descriptive research. As there is no new data being collected for this research, it is a secondary research. Articles to be included in this research will be taken from different academic databases. The articles should be published in some high ranked journals within last five years. Analysis of the data will be done by conducting a thematic content analysis.

Results and Discussion

As Cunningham et al. (2017) have argued, the leadership gap can be filled only through effective communication. Communication in an organization can only be considered effective if the employees are encouraged to communicate with the top order too. Also, there is a clear requirement of communication between departments. Employees belonging to different departments but who are at the same tier of seniority should effectively communicate with each other. Frunza (2017) has argued that the effectiveness of communication affects the quality of leadership. If the message communicated by the leadership is properly understood by the employees, it reflects positively in their performance. However, if the message is not clearly understood, the employee behavior would reflect the same. There are various reasons that can lead to poor communication in the organization. In some cases, the leadership fails at encoding the messages in a manner that can positively influence the employees. In other cases, the motivation level of the employees is negatively affected due to the existing organizational situation. To keep the organization going, the leadership needs to ensure that effective communication takes place in the organization. Mikkelsen et al. (2015) have also argued about communication competence of the leadership. The more effective the leadership communication skills are, the more motivated they can keep their employees. According to this research, the employee outcome is affected deeply by the level and quality of communication that exists in an organization. For the future success of an organization, leaders need to focus on the quality of communication that they are having in the organization. Leadership quality improves when active communication skills. This leads to better team and organizational performances too.

References

- Cunningham, C. M., Crandall, H. M., & Dare, A. M. (Eds.). (2017). *Gender, communication, and the leadership gap*. IAP.
- Frunză, S. (2017). Seduction, Communication and Leadership. *Transylvanian Review*, 26(03), 137-149.
- Mikkelsen, A. C., York, J. A., & Arritola, J. (2015). Communication competence, leadership behaviors, and employee outcomes in supervisor-employee relationships. *Business and Professional Communication Quarterly*, 78(3), 336-354.