

Everyone's Smart University

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PROJECT LEADERSHIP

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Leadership and communication

1. Introduction:

Leadership is the process of leading a group and influencing that group to achieve its goals. It is requiring the development of specific and unique soft skills along with the more typical hard skills that were listed in your job description. Soft skills are key traits that often apply to communication, decision making, leadership abilities, attitude, instincts, and work ethics. People as a leader adopt different styles. There are 7 leadership style: Affiliative, Autocratic, Coaching, Democratic, Laissez-faire, Pacesetting and Transformational leadership style. Choosing between these styles can based on the team and the goals. Stress and work difficulties can affect choosing between them and may lead you to choose the wrong style.

Democratic leadership style is an incredibly open and collegial style of running a team. Ideas move freely amongst the group and are discussed openly. Everyone is given a seat at the table, and discussion is relatively free flowing. This style is needed in dynamic and rapidly changing environments where very little can be taken as a constant. In these fast moving organizations, every option for improvement has to be considered to keep the group from falling out of date. The democratic leadership style means facilitating the conversation, encouraging people to share their ideas, and then synthesizing all the available information into the best possible decision. The democratic leader must also be able to communicate that decision back to the group to bring unity the plan is chosen.

Communication: Is a transfer of understanding and meaning from one person to another. (Effective Leadership is all About Communicating Effectively). Communications plays significant role in building trust which the biggest challenge leader face. Communication process has seven part: Sender, Encoding, Message, Channel, Decoding, Receiver and Feedback.

1. Sender, the source of the communication.

2. Encoding, converting a message into symbolic form.
3. Message, the purpose to be conveyed in the communication.
4. Channel, the medium by which a message travel.
5. Decoding, translating a received message.
6. Receiver, the recipient of the communication.
7. Feedback, checking to see how successfully a message has been transferred.

In my company, leadership style was Autocratic. But they want to change to Democratic style. In the last three years they focused to train some employee in order to make them Leaders. They did this because they want to achieve goals and minimize the risk and influencing people. On choosing the employee to train them they relay mostly on soft skills and the years of experience on the field.

Introduction

The relationship between types of leadership and the characteristics of different workplace cultures have long been an area of interest to those interested in business communication and organizational management. Using a social constructionist framework, analysts describe how individuals negotiate their various identities in interaction by calling on a range of linguistic and discourse resources relevant to a particular social context.[1]

Our CEO adopt Transformational leadership style, but my manager adopts Democratic Leadership style. He leader holds final responsibility, but he delegates authority to us. He relies on the skills and knowledge of team members.

2. Literature Review and Conceptual framework:

2.1. Leadership is The activity of leading a group of people or an organization or the ability to do this or the act of inspiring subordinates to perform and engage in

achieving a goal. Unlike management, leadership cannot be taught, although it may be learned and enhanced through coaching or mentoring. [2]

2.2. Transformational Leadership style: It is defined as a leadership approach that causes change in individuals and social systems. In its ideal form, it creates valuable and positive change in the followers with the end goal of developing followers into leaders. Enacted in its authentic form, transformational leadership enhances the motivation, morale and performance of followers through a variety of mechanisms. These include connecting the follower's sense of identity and self to the mission and the collective identity of the organization; being a role model for followers that inspires them; challenging followers to take greater ownership for their work, and understanding the strengths and weaknesses of followers, so the leader can align followers with tasks that optimize their performance....[3]



2.3. Democratic Leadership style:

In the Democratic leadership style, subordinates are involved in making decisions. Unlike autocratic, this leadership is centered on subordinates' contributions. The democratic leader holds final responsibility, but he or she is known to delegate authority to other people, who determine work projects.

The most unique feature of this leadership is that communication is active upward and downward. With respect to statistics, democratic leadership is one of the most preferred leadership, and it entails the following: fairness, competence, creativity, courage, intelligence and honesty. [4] The participative leadership style ranks among the best leadership style that promotes group communications. Participative leaders facilitate sharing of information and ideas and the leader considers all inputs from the group members before decision making.



2.4. Leadership communication:

- 81% of a manager's time in a typical workday is spent communicating.

Leadership communication skills are important because they:

- Promote collaboration among team members and between teams.
- Ensure communication channels between team members and leaders remain open and effective.
- Make sure team members clearly understand their responsibilities.
- Increase the productivity of team members.
- Help employees remain focused on goals and outcomes.

2.5. Leadership & Organization Development Journal 2015

Communication challenges facing management teams. The purpose of this paper is to explore what kinds of communication challenges management teams (MTs) experience and to suggest ideas for developing competent communication practices.

2.6. The Turkish Online Journal of Educational Technology – October 2012, volume 11 Issue 4

Communication barriers in quality process: Sakarya University sample. This study aims to reveal the communication problems faced by the teaching staff in quality processes. After determining the technology barriers faced by the teaching staff, it was tried to investigate if there is a communication barrier according to teaching staffs: Gender, Computer education, Academic title, Computer usage experiences and Internet usage experiences.

3. Methodology:

The aim of this search is to map out in a basic quantitative fashion how different models of democracy are employed in media and communication studies. Some broad theoretical trends and omissions in the current academic debate on media and democracy are identified by analyzing central theorists, trends and patterns in the theoretical resources employed in academic journal articles within the field. This is done by analyzing the keywords and names that appear in the Communication & Mass Media Complete (CMMC) database from 1990 to 2011.

4. Results and Discussion:

4.1. Our company develops new communication media. The was dependent on hard copy and contacting the employee throw phone. But they choose to communicate throw mails and job order. They did that in order to make sure that all work documented and improve the quality of communication. The problem was democratic style need to communicate properly otherwise the work will not be done properly and decision-making process will take long time which lead to work schedule delay. Transferring from hard copy report and phone communicating to soft copy report and intranet and mail was a big issue to old and experience employee and mangers. My manager starts to communicate via mails then make call to make sure the mail was understood properly and most of the time he use one side communication. This way makes a delay on the project and effect decision making process if the massage did not understand on the right way. He should lead with tonic and relaxed social climate. Communication has to be on both vertical and horizontal and with feed-back. The upside-down communication is completed by the communication from down to up, the feeling of personal value is created. Subordinates can tell their opinions and can feel that inside the organization. Otherwise after some time he will be adopt autocratic leadership style.

4.2. Communication is the strongest instrument a leader or a manager can impel or put down if they know how to use it. At the ground of a good function of the organization and, in general, of the society is communication. Communication is the most important aspect a leader, a manager or a speaking person needs to have in order to succeed. If the manager or the leader knows how to communicate with the subordinates or with the persons around then the results and the performances are high. In a communication network company, there are several possibilities leading to such communication from brainstorming to focus or discussion group psychotherapy. Group performance and individual satisfaction derived from it are influenced by interactions between group members and their close or different styles of communication. Managers are also in communication centers through multiple roles they perform within the organization and form for internal communication network

company. If they and those who do not communicate effectively interact, the repercussions can be serious and not just at management level and its area of responsibility, but also the entire organization. Poor communication can slow or short the whole process of communication within a company. Concentrated efforts to promote effective communication can be a key ingredient for success of an organization.

4.3. If my manager want to be a strong on Democratic Leadership style he need to :

- I. Keep communication open: If the marketplace of ideas is going to be open for business, everyone needs to feel comfortable enough to put their ideas on the table. The democratic leadership style thrives when all the considerations are laid out for everyone to examine.
- II. Focus the discussion: It's hard to keep unstructured discussion productive. It's the leader's job to balance being open to ideas and keeping everything on-topic. If the conversation begins to stray, remind everyone of the goal on hand and then steer it back. Make sure to take note of off-topic comments and try to return to them when they are pertinent.
- III. Be ready to commit: In the democratic leadership style, you get presented with so many possibilities and suggestions that it can be overwhelming and difficult to commit. But as the leader, when the time comes, you have to choose and do so with conviction. The team depends on the clear and unambiguous mandates to be committed.
- IV. Respect the ideas: You and your team might not agree with every idea, and that's ok. It is important, however, that you create a healthy environment where those ideas are entertained and considered –not maligned– or the flow of ideas will slow to a trickle.
- V. Explain, but do not apologize: You want the advocates of the solutions that were not selected to understand that their thoughts were considered and had validity, but that ultimately you had strong reasons to go a different direction. It's important that the decision be communicated, but you should not apologize for deciding on what you think.

5. References:

1. Antaki and Widdicombe, 1998; Burr, 2003; de Fina et al., 2006; Holmes, 2003; Ochs, 1993.
2. Definition of Leadership Business Dictionary
3. Defining Transformational Leadership? Langston University.
4. Autocratic Leadership Defined WiseToast