

Everyone's Smart University

Project (Spring 2021)

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Section	Date	Course Code
Master	Thursday 18 / 03 / 2021.	(PMG511)

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.
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 - المسافة بين الأسطر 1.5 line spacing.
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THE IMPACT OF COMMUNICATION SKILLS ON PROJECT SUCCESS IN NCB ORGANIZATION

Introduction:

1.1: Leadership:

Influence, power, art, science, innovation, important

The art of transforming challenges and difficulties into opportunities and gains, related to various areas of life, is an important and basic necessity in all institutions, in the private and public sectors, and there is no doubt that it is a factor of success for institutions, as John Maxwell summarized it as an influence.

Hunter C. James knew that It is the skill of influencing people to act passionately towards specific goals that lead to the common interest through a strong and trustworthy moral character.

According to (Driving in Gardner: John) "Leadership is the process of persuasion or example by which a person (or leadership team) induces the group to strive to achieve the goals that the leader adopts or that the leader and his followers share. If we accept this definition, leadership style is the way the process is done.

A true leader should be confident, positive, motivated, able to communicate and be constantly motivated.

Leadership affects the efficiency of work and employees directly because of its strong influence. A good leader can reduce stress and tension in the public air or reverse bad driving

One of the most important skills that distinguishes a leader is his ability to communicate effectively and effectively

1.2: Communication:

The basic pillars of management and their strongest foundations because of their impact on the motivations of employees and their level of ambition, and determining the form of their relationships with each other, their opinions and attitudes towards themselves and towards management.

communication skills:

Organizations are always keen to develop this skill among their employees as the transfer of ideas approaches points of view, positive discussion and distance from controversy. So they are lines that dynamically link the building links or the organizational structure of any facility.

Communication of Elements:

It must be noted that communication has developed with the development of man and technology, where the face-to-face communication was not necessarily verbal, because body language is an element of communication in the sense that the communication may be verbal or non-verbal, between the sender and the receiver.

Today's means of communication have become more complex and complex, as the means of communication between the sender and the addressee play a prominent role in understanding the message, so the sender must choose the most expressive and effective method for the sender (receiver), and there are many more

Means of communication including oral, such as personal and social interviews, committees, telephone, personal conversations, conferences and seminars, and there are also written communications such as letters, notes, reports, journals, publications, faxes, regulations, brochures, and work procedures.

:1.3 In every organization there are leaders of all styles

Leadership style: Each leader also has a style that distinguishes him from the other

Executive director - Autocratic Style

He always insisted on doing everything himself. He wants complete control of power, he is alone in making all decisions without taking anyone's opinion, and he often communicates with the team from top to bottom, not telling anyone what he's doing. It was usually the job of everyone working under his supervision to do what they were told.

Downward Communication, his approach to top-down communication in a transformative or insightful style with a visionary deputy CEO while he was outstanding

Vision / Transformational Style

This leader will set a goal and clarify his vision to the team members, then guide and encourage them to reach that goal, not only that, but also make his employees understand where these goals will reach them and achieve the common vision.

His communication style is distinguished by the way: derlea Communicative was a great example of

It gives employees an opportunity to communicate with him, express their opinions and present their suggestions, as well as horizontal communication with support and encouragement in order to achieve the vision of the recipient and reach the goal.

Director: leadership fair laissez was lenient, unlike the CEO and his deputy was Unable to take decisions, not good at passing judgments, losing control of employees, his influence is limited, leaving the rope and the reins in the hands of employees under his supervision was supportive, but without participation or effort to mention.

Upward Communication The flow of communications in its department is upward

In light of what I mentioned above, this research aims to:

- 1- What is the relationship of Skills Communication with Styles Leadership and its impact on the success of the organization?
- 2- Which style leadership is most effective in communication processes in the organization?

2. Review Literature

2.1 Leadership is defined as the processes that most affect the motivation and morale of individuals, which shows their performance and satisfaction.

Consequently, it affects the basic objectives of any organization, which are produced efficiently and effectively (Ayasara, 2006).

He also agrees with him (Al-Qahtani, 2001), where he believes that leadership is “the ability of a leader to persuade individuals and influence them to carry out their duties and tasks that contribute to the achievement of the common goal.

2.2 This is about previous studies on what leadership means. The studies also dealt with an analysis of the different leadership styles

.2.3.1

The autocratic style has been termed by some scholars as negative leadership because it is based on negative motivation based on intimidation and threats or commanding and non-directive leadership.(1)

Mahmoud Ayyasra finds that a style autocratic leader is a leader who uses reward and punishment, focusing on production, neglecting human relations, and not taking into account the tendencies, desires, and needs of the subordinates. This was the approach and method of the CEO in the organization in addition to creating animosities between employees and bringing a number of them closer to serve his interests and to impose his influence and control over the management. In my opinion, this method is repulsive, frustrating, and a killer of creativity and innovation, forcing everyone who works with it to flee from this administration at the earliest opportunity that allows them to do so.

2.3.2 Among the most prominent definitions of Transformational style is the extent to which the administrative leader seeks to elevate the level of his subordinates for the sake of achievement and self-development and work on developing and developing groups and the organization.(1996)

Burns (1978) pointed out that the Transformational style: “is the process of motivating subordinates and energizing them towards achieving goals through the promotion of higher values and ethical values, and reaching them with leadership”

As it is defined (Kinsar, 2004), it is: “a set of capabilities that the leaders describe affecting the interaction between them and the subordinates, which leads to raising motivation and maturity to the highest levels”.

Based on my experiences working under the supervision of a leader who is characterized by this Transformational style, and these studies confirm the effectiveness of this leadership in the strength of motivation and motivation and what distinguishes this type of effective communication in this type effective communication the Production.

2.3.3 laissez fair leadership

Abd al-Baqi (2004, p. 278 277) argues that one of the characteristics of laissez fair leadership is that the leader pursues an open-door policy in communications.

The leader who follows the style of free leadership believes that the method of freedom in management will not be feasible unless he makes the door open to subordinates and makes it easy for them to contact him to clarify the opinions and ideas that he confuses.

(Bashir Al-Alaq) pointed out that the chaotic leader does not share a common influence on the group's affairs and coordination among its units. Therefore, the characteristics of this leadership include duplication of efforts, neglect of much time, neglect or neglect of some Instructions,

indecision, and instability.

This was what the General Manager was practicing as he entrusted all the work but also setting the goals, and making decisions for the employees under him in addition to the continuous support ineffective, as he burdened the team with them.

2.4 As for communications, a summary of my readings of previous studies is:

Macferland (Macferland) defined communication broadly as a process of meaningful interaction between individuals (...)

Communication Downward The process by which information is transferred from a higher authority to a lesser degree in all business areas or what is called a lower authority.

(Chester Bernard) says that company managers spend 80% of their work time on communications.

The extent of the importance of communications can be measured when it becomes clear to us that experience has proven, as Abdel-Baqi says, that the fairness of the administration in treating its employees is not sufficient in itself if this is not accompanied by a full explanation and any full explanation for it.

2.5 After researching and reviewing previous studies on leadership behavior patterns and communication skills go hand in hand, they cannot be one without the other as Robertson (2001) indicates that leadership and communication are difficult without fail. And because the most important factor that causes workers not to fully perform the work expected of them is the absence of effective communication that every leadership possesses (Wallace, 2002).

2. Methodology

The goal is to find out the relationship between Skill Communication and Styles Leadership and its impact on the success of the organization

Based on what was mentioned previously, I will assume several hypotheses

1. She found that Autocratic Style would “positively influence Skill Communication by virtue of the fact that Leader Style Autocratic is purposeful and purposeful in managing the system and all of .those who work under it obey blindly
2. Style Transformetional will also have a positive impact on Skill Communication, by virtue of the fact that the Transformetional Leader is a good interlocutor with the ability to convey an attractive vision of the future, the ability to negotiate, dialogue and adjust actions, and is able to persuade his .subordinates
3. Style faire laissez will adversely affect Skill Communication by virtue of Style faire laissez's non-interference

:Attitudes occurred to me with some types of leaders

1- Executive Director, Autocratic Style

He was forced to take emergency leave due to force majeure, there was a feeling of loss and fear among the staff of the team that used to work under his management. Because he did not participate with them in the slightest matter, he always decided, executed and issued orders that were not negotiable. Absent the manager The institution entered into a phase of stagnation and stagnation projects stopped pending his return, which led to delayed delivery

.Some projects therefore incur fines for delay, which affected the budget

The reason is that the manager did not participate in his team's decisions and did not define or implement the goals. It was only implemented and did not ask what created his team's lack of confidence in their abilities and the workplace turned to settle accounts of hostility that he was creating among employees

2. Deputy Executive Director \ visionary / style Transformetional

An annual report must be submitted. In the first week of December, it is clear, correct, and free of errors. I was the employee assigned to this task, but due to the conditions of delay in collecting information and reports, a week was delayed in its delivery in addition to some errors. He contacted me kindly. He asked me to attend. He praised my work, which gave me a feeling of confidence and security. Then he asked me to explain the reason for the delay and mistakes. Because his method of communication was effective, trust became present, so the reasons were clarified comfortably and the manager listened well and was attentive to what I said and was smiling (from here it appears that non-verbal communication is also important, attention style, facial expressions, tone of voice), rewritten. The report, the effect of effective communication from the manager. The report was delivered free of errors as soon as possible

3. General Manager Style faire laissez

It is normal for major problems to occur in any organization concerned with maintenance and operation, but it is not normal for the manager to evade his responsibilities and delegate them to the employees in his team. It was necessary to hold a meeting with the rcontracto to solve the crisis as soon as possible so that the institution does not incur losses, but what happened is that he was late in making the decision and because he was not aware of it. In times of crisis, he communicated with the Executive Director in an unprofessional, verbal manner, he did not document his communication and did not give full details of the crisis. Consequently, the task shifted to the Executive Director and we began to receive orders from him, and the crisis was dealt with in the manner of the Executive Director..

4. Results

I will review the findings related to the first assumption based on the first position with the Autocratic Style, The impact of communications was negative, costing the organization losses and stagnation in operations

As for the results related to the second assumption based on the second position with style Transformational, it became clear to us that the effect of this style, its mastery of communication skill, proved the positive of this style on the processes of communication, which affected the success and continuity of the work as we saw in the situation where it strengthened the employee's confidence and thus Employee strive to gain confidence again.

Regarding the results of the third assumption based on the last position of the Director-General, Style faire laissez, proof of the theory that confirms the negativity of the relationship between Style faire laissez and communications, the absence of the director when needed and the lack of or lack of communication negatively affects the goals of the institution, the progress of work and its success. ○

Accordingly, the results of the aim of this research:

- The relationship between Skills Communication and Styles Leaderships is well established to move forward towards the success of the organization if used correctly.
- The most preferred style in the organization is Style Transformational
- Workers prefer a manager who supports and motivates them, maintains strong communication with them, creates a collaborative work environment, promotes independence, and allows employees to innovate and experiment to reach the goal. Failure is acceptable, and staff can feel relieved to experiment with

New things to help them move forward with the mission.

The procedural leader is distinguished by being a good interlocutor with the ability to convey an attractive vision for the future and the ability for discussions, dialogue, and adjusting procedures, and he is able to persuade his subordinates

Transformational leadership from Burns' point of view is the most complex but the most powerful leader, and he also adds that this type of leadership is necessary when the leader looks or looks at the underlying motivation and seeks to satisfy the higher needs of the followers. 2001 Thompson

Discussion.5

1. Leaders in each organization are characterized by the abundance of approaches and methods, and by using the appropriate pattern in the appropriate situation.
2. Clear link between Leadership Styles and Communication Skills.
3. An interest in Communication Skills is essential, as it is one of the essential skills that a leader must master.
4. Communication efficiency plays an important role in the success of organizations. It is similar to the gum and social glue that is used to achieve cohesion between parts of the organization and improve its level.
5. The core of the leadership process is communication, the more important you are as a good, the more important communication becomes.
6. Each style has a specific communication method
7. Leaders in organizations must be trained on the methods of communication and their importance in achieving many successes.

Management is not about your needs but the needs of the people and the needs of the company you are managing. Leadership styles are not a set of styles that you try until you find the right ones. Rather, each position should have an article, so you should follow the style that is appropriate for the employees and the challenges they face.

6. References

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