

Table of Contents

Introduction	3
1. The organization’s leadership practices	4
2. Critique the leadership practice	5
3. New leadership style strategy plan	7
3.A) An evaluation of the current leadership style	7
3.B) My chosen leadership style:	9
3-C) A better departmental communication plan	10
3-D) A detail summary	12
CONCLUSION	13
References	14

Introduction

Juhayna has succeeded in gaining the trust and admiration of customers since its inception in 1983, thanks to its commitment to providing superior quality dairy products. The company has intensified its efforts to encourage consumers to use automated packaged milk by developing societal awareness of the dangers of bulk milk that dominates the markets, until Juhayna has become the preferred brand for all homes in the Egyptian market. The company produces and sells dairy products under 5 distinct brands, including full-fat, half-fat and skimmed milk, which are the best-selling products, in addition to milk with various flavors, in order to meet the various needs of customers, knowing that the company obtains raw milk from the finest dairy farms. In the Egyptian market.



1. The organization's leadership practices

Juhayna follows the democratic style of leadership and management within the company, when you lead a team in the style of democratic leadership, you encourage each team member to participate in the conversation, share their opinions and discuss with comfort. Next, you collect all their input to make a decision and explain it to the group. Thus, as a democratic leader, you help your subordinates' set goals, evaluate their performance, and motivate them for growth.

Juhayna's leadership style is the leader's style of guiding, executing plans, and motivating people. Several authors have suggested identifying many different leadership styles as manifested by leaders in political, business, or other fields. Studies of leadership style are conducted in the military field, expressing an approach that emphasizes a holistic view of leadership, including how a leader's physical presence determines what others perceive about that leader. Factors of physical presence in this context include military gait, physical fitness, confidence, and resilience. The intellectual ability of the leader helps to conceptualize solutions and gain the knowledge to do the job. Conceptual leadership capabilities apply agility, judgment, innovation, personal tact and knowledge of the field. Domain knowledge includes tactical and technical knowledge as well as cultural and geopolitical awareness. Daniel Goleman (2000) in his article Leadership That Gets Results talks about six styles of leadership Leadership skills at Juhayna are an essential component of all success equations, whether on a personal, professional or academic level. Leadership skills are one of the most flexible or soft skills that employers pay special attention to and look for in job applicants.

Leadership skills include several personal traits and communicative abilities that each one of us must learn and master in order to achieve the success and development that we aspire to.

Leadership skills are the skills you use in organizing and working with others to achieve a common goal. Whether you are in a managerial position or in charge of a project, you must have these skills that allow you to motivate and motivate others to complete a certain series of tasks within the time period that was specified when the project plan was developed.

It is worth noting that leadership skills, as their name indicates, do not express a single skill, but rather a group of different skills that work together side by side.

What is the importance of leadership skills?

Effective leaders are an essential component of every successful company. They can provide the right support to build a strong team in the workplace, in addition to ensuring that projects, initiatives and various other work are executed to the fullest.

You've no doubt seen what a successful leader can do in the workplace. Effective leaders who possess leadership skills contribute to raising the productivity of employees and their loyalty

to the company. They support a positive work environment and contribute to overcoming barriers in cooperation with the work team.

Not only that, successful leadership is also contagious, motivating and inspiring employees to develop leadership skills and apply them to their work. Because leadership skills comprise a number of interpersonal and communication skills, the democratic leadership style consists of a leader who shares decision-making capabilities with group members by promoting group members' interests and exercising social equality.

The limits of democratic participation in Juhayna tend to be constrained by the needs of the organization or group and the effective value of people's features (skills, attitudes, etc.). The democratic style includes the idea that everyone, by virtue of their human condition, should play a role in the group's decisions. However, the democratic style of leadership still requires direction and oversight by a particular leader. The democratic style requires the leader to make decisions about who should be called within the group and who should be given the right to participate in, make and vote on decisions.

Juhayna's leadership style is the most effective and creates higher productivity, better contributions from group members and increased group morale. Democratic leadership can lead to better ideas and more creative solutions to problems because group members are encouraged to share their ideas. While democratic leadership is one of the most effective leadership styles, it has some potential downsides. In situations where roles are unclear or time is of the essence, democratic leadership can lead to communication failures and incomplete projects. Democratic leadership works best in situations where group members are skilled and eager to share their knowledge. It is also important to have plenty of time to allow people to contribute, make a plan and then vote on the best course of action

2. Critique the leadership practice

There are many observations on the democratic leadership style in Juhayna Company, and professional leadership has many advantages and advantages that distinguish it from other professional leadership styles. The democratic professional leadership has a set of defects and negatives that prevent its success in all the professional process, and the negatives of democratic professional leadership are Through the following: Professional leadership is overly focused on the employees for whom it is responsible, so that this excessive attention eliminates part of the authority and leadership of this democratic professional leader.

Taking participation and cooperation among group members as a basic rule in this professional leadership style, which contradicts the functions of the professional leader that his position imposes on him at times, as the leaders of this style view participation as a cause and goal in itself and not a means to achieve leadership democracy. This method is not useful with employees who lack professional motivation, with some quarrels and emotions between members of the same group.

However, there are many criticisms of democratic style and democratic leadership within Juhayna, not all characteristics of democratic leadership style are positive. In some situations, using this method may not be a good idea. Next we will see what are the main points against this method of carrying the team.

Not making a decision

Sometimes, as in the midst of a crisis, Democratic leaders can appear weak and indecisive.

At times when you need to make a quick and firm decision, it is often helpful to have an authoritative leader who tells team members what they should do to avoid complications.

The problem is that due to the characteristics of democratic leaders, they are usually not well trained for a more authoritarian role. Depending on the characteristics of the group and the situations you are facing, this may make having such a leader not a good idea.

Big waste of time

Because a democratic leader listens to the opinions of all members of his team before making a decision, the process can become very long if there is a particularly lively discussion or debate.

This makes this method of team management more suitable for situations in which there is a lot of time to work than for those that require quick, decisive and decisive action. For example, in highly competitive environments it may be necessary to use a stronger driving style.

Democratic leadership—despite its many benefits and advantages, can be counterproductive. Letting employees participate in decision-making implicitly means more time-consuming than if you simply made the decision yourself and passed them on. Also, decisions may be slow due to the fact that they are based on holding meetings and discussion, and the need to identify the different points of view.

However, perhaps the biggest drawback is that while participation leads to greater commitment, its effects on employee performance are not necessarily desirable. Sometimes, the co-leader's group is the least performing and the most dictatorial because their morale collapses quickly in the absence of their proposals or participation.

Different projects, teams and companies, as is the case in Juhayna, need effective leadership styles. If you cannot adapt to the needs of your position and organization, you are doomed to failure.

Not being able to adapt only leads to your being demoted or abandoned, but also to the detriment of the entire company. When your team is not involved, it results in: lower productivity, poorer quality of work, dramatically increased employee turnover, more problems with theft and absenteeism and thus lower profitability.

If you constantly push your team to achieve big goals, you can burn them out. Plus, if your team isn't able to meet your standards, you may end up setting it up for failure. The inability to reach the goals and objectives provided can lead to loss of motivation, and low morale.

This management style also emphasizes personal accomplishments, so it can create divisions and resentment among the team. For example, if only one or two members are able to keep up with the pace or plan of action you have set, others may resent and fail.

3. New leadership style strategy plan

3.A) An evaluation of the current leadership style

The management in Juhayna Company needs to think about the diversity among leadership styles, especially that the democratic leadership style followed may not achieve the company's goals of expansion, growth, spread and achieving more profits.

It is clear that there is more than one correct way to lead a group of people, especially within Juhayna, and although some leadership styles are more acceptable than others, the choice of leadership style depends on the circumstances, your personality, and the condition of your team. You must remember that there is no perfect style of leadership. You may eventually use all of the techniques, and then you'll have to switch between them as you work, deciding what's best for you, depending on the situation.

The term leadership styles refers to the behaviors that leaders use to interact with their employees. And that includes everything, including how they motivate their team, direct it, empower it and achieve goals.

It is essential that as a manager at Juhayna, your employees can become great leaders as well. They must understand that a leader does not need to be in a position of authority to be influential. Empowering the employee to become a leader makes the work environment more independent and productive for your team.

To lead the insight

A visionary leader moves employees toward a common vision. It's not about how to reach the goal, it's about getting the employees to understand where you want them to go. This method is more effective in cases where new guidance is required.

The great thing about this method is that it enhances independence and allows employees to innovate and experiment to reach the goal. Failure is acceptable, and employees can feel comfortable trying new things that help them move forward with the task.

Many companies do not have a clear mission, and this often results in employees feeling unmotivated. So it is necessary to have a mission or a reason for what you are doing.

Have courage, don't be afraid to try new things, and accept the possibility of failure.

Set an ambitious goal that the whole team can focus on.

When you're about to start a new task, ask yourself if it will help you achieve your goals.

You don't have to find all the answers yourself. Asking the team for help stimulates greater diversity of ideas, encourages the team to take the necessary next steps to turn those ideas into reality, and enables them to become insightful as well.

2. Directed leadership is a necessity in Jhia Milk and Dairy Company

Within Juhayna, this leadership style is all about guiding employees to improve their work.

One of the things that managers who use directional leadership excel at are private meetings.

There is a difference between detailed and directive leadership. Your goal as a manager is to help employees advance in their role, challenge them to outdo themselves while providing them with the tools, advice, and support they need to succeed.

Directed leadership in Juhayna does not impose on the employee what he should do at every step, but rather guides him towards an improved version of himself to participate in the team in the best possible way, and at the same time achieve his personal goals.

One of the biggest mistakes leaders make with this style of leadership is focusing on improving an employee's weaknesses. If you want to get the best out of your team as a leader, you should focus on their strengths.

The management in Juhayna Company needs to think about the diversity among leadership styles, especially that the democratic leadership style followed may not achieve the company's goals of expansion, growth, spread and achieving more profits.

3.B) My chosen leadership style:

Managers in Juhayna Company must also have the skills and ability to plan properly within their organization. Properly planning the daily events and the necessary things within the company is important for a manager to have as well as having the ability to assign tasks onto different zones. Another important skill is that a manager must know how to properly organize. It is important for the managers to coordinate with their employees as well as directing them onto what they should do and assigning them to different various tasks.

A good leader also needs confidence especially when leading a group of people onto doing a specific task or an activity. With all these being said, creativity and the ability to inspire is also one huge factor onto becoming a good leader towards others. If one is capable enough to inspire and spread out motivation towards the individuals or the group of people, they are technically spreading out courage. Giving out courage implies that the leaders take responsibilities for their own actions. Optimism is also one huge factor as when a leader shows this aspect towards the people, this can also encourage them and has the positivity within the organization and can lead to a better productivity within the workforce. Another factor is the consistency aspect. Being a leader who is consistent with what they do can gain you more respect and credibility. Also, having a good vision on how to aim and properly plan on how to reach the certain goals can be steps and this is a crucial characteristic onto having a good leadership.

Juhayna Company needs to implement what is called harmonious leadership, which can achieve many benefits within the partnership. It focuses on making the workplace more harmonious so that everyone knows each other well and works well together. Employees often have disagreements, and they may not like all of their co-workers, but this style of leadership aims to fix it all. And if trust within the company is shaken, the sympathetic leader is the ideal person to heal such rifts.

Pro tips for becoming a synergistic leader:

Spread the culture of appreciation of efforts in the team within Juhayna Company. Over time, this brings everyone together and helps develop relationships.

Team building activities are a great way for team members to get closer to each other.

Encourage challenging discussions within the team. It won't always be perfect, and it's very normal to have challenges and disagreements among employees. It is important to encourage openness and genuine discussions.

Strategic leadership is an important requirement within Juhayna Company. In this method, leaders focus on two basic matters: the company's performance and achievement on the one hand, and opportunities for its development and growth on the other hand, as the leader bears additional administrative burdens, in addition to his mission to maintain business stability for the benefit of all members. The team, and many companies prefer to follow this style of leadership; This is because strategic thinking enables it to support many employees at once, but this may expose some leaders to making dangerous decisions about the number of employees that can be supported, and the most appropriate path for the company to follow if everyone gets what they need at the same time.

3-C) A better departmental communication plan

It is necessary for Juhayna Company to develop a good plan for communications and to strengthen the methods of communication within the company. Many people may think that communication is nothing but a simple process that occurs in their daily lives and depends on well-known means of communication such as telephone, television and radio, but the truth is the opposite because if we delve into the concept of Communication, we found it a complex phenomenon that is difficult for many of us to use because it is a dynamic process that requires continuity in its practice. With the development of eras and the emergence of technology, it has become necessary to develop means of communication, especially with the establishment of departments and factories, as effective communication has become one of the main ingredients on which the administration is focused.

Conditions for increasing the effectiveness of communications within Juhayna:

- Develop a clear plan for good communication. By setting clear goals for communication
- Introduce the individual in the organization to the importance and role of communication in achieving the goals of the organization
- Work to find and devise good means of communication to encourage employees to use them

Educating employees and increasing their understanding of the importance of communication through training, seminars and lectures.

- Reorganizing the organization to facilitate the process of communication by approximating distances and canceling some administrative levels that do not need work.
- Develop communication skills for employees, speaking skills such as: writing skills, reading skills, thinking skills, listening skills.
- Developing the skill of workers in the use of means of communication: Work to train employees on how to use means of communication in a proper manner, such as meetings, interviews, letters, memos, reports, telephone and others. Each means has its own technical methods
- Developing systems for storing data and information Data and information are the basis of all communication processes. Work to develop a system for storing information in a good and effective way that enables workers to train on it and use it easily. And keeping information does not mean withholding it from workers, but rather preserving it from damage and loss.
- Strengthening confidence among employees, because lack of confidence does not encourage the use of oral means of communication and this encourages the use of written means of communication, despite the importance of written means, but the frequent use of them wastes a lot of time and requires a lot of effort.
- taking into account the individual differences between individuals, the individual differences of the persons to be contacted, whether workers or the public, must be taken into account; Individual differences in terms of: tendencies, abilities or trends, functional, cultural and social level
- Getting rid of psychological obstacles, because "the worker who feels inferior and mentally disturbed withholds information from others, a desire for value or fear of providing others with information, and the introverted employee tends to use the written method and avoids confronting others."
- Providing informal communications with information and facts. An open bridge for the flow of information in every direction.
- Do not ignore the formal communication system for informal communication networks.

The process of administrative communication occurs and takes place within the various organizations and institutions that seek to achieve their own goals and are necessary for the continuity of their existence, so the lack of an effective and special system for this type of communication within organizations or institutions, makes it weak and ineffective, and here means that the communication process is considered the vital nerve of the organization pushing it It brings it closer to the direction of achieving its main objectives. Accordingly, we say that the organization or institution in most cases is based on three basic information:

- 1- A goal that it seeks to achieve by all means and capabilities.
- 2 - the conviction of individuals and their willingness to achieve this goal.
- 3- The existence of effective communications that move individuals in the direction of the goal, and maintain and support their goals in reaching and achieving it.

The goal must be known, known and clearly defined in order to be achieved, and in order for the goal to be known and clear, we must explain it clearly, and the communication process is a means of defining the goals, and a way to clarify and explain them to all workers in organizations or institutions, in addition to that it is necessary for the process of taking sound and correct decisions related to implementation, the process of defining competencies, distributing work and solving its problems, determining the extent of its progress and evaluating its results, and tracking the efforts being made in order to reach the goal for which it is working.

The goals of communication are many, including cultural and artistic goals, which are achieved through the use of books, education or reading, theater and music. The communication may lead to the achievement of promotional goals, such as watching movies, domestic and foreign tourism programs, or political goals, such as election campaigning, or conducting espionage and intelligence.

3-D) A detail summary

In this report, I spoke about leadership within Juhayna Company and presented the most important leadership practices followed within the company. The democratic method imposed itself within the company. It is known that the democratic method has advantages and disadvantages, and skilled management is the one who can employ this method to achieve its goals.

I made a critical presentation of the democratic style within the company, and dealt with the advantages and disadvantages, and then dealt with the most useful method, which is the harmonious leadership that combines more than one style at one time.

CONCLUSION

The fundamental contrast among pioneers and directors is that *leaders* have individuals follow them while administrators have individuals who work for them. An effective entrepreneur should know both a leader and manager to get their group on board to comprehend them towards their vision of accomplishment. Being a leader is all about in with motivating individuals to apprehend and have faith in your vision and to work with you to accomplish your objectives while managing is more about monitoring and ensuring the everyday tasks are going on as they should.

Majority of the *managers* additionally tend to be in the position of leaders, however just if they likewise equally complete the leadership obligations of administration, which incorporate correspondence, inspiration, giving motivation and direction, and urging workers to ascend to a larger amount of profitability. However, not all managers are considered as leaders. A few managers have poor authority characteristics, and representatives take after requests from their managers since they are committed to do a not important because they are impacted or encouraged by the leader.

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