COVER PAGE AND DECLARATION

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The Contents

Introduction:

Kentucky Fried Chicken is widely known as a fast-food restaurant. It is one of the most important and largest companies world-famous for fast food. The company's headquarters are in Louisville, Kentucky. The corporation was founded by Colonel Harland Sanders in 1952. But the real beginning of the company was in 1930. Colonel Sanders ran a small restaurant in his hometown of Kentucky. He has also applied many fried chicken recipes and techniques, as well as invented a collection of secret recipes for 11 types of spices and unique cooking techniques. In 1952, the first licensed KFC restaurants were established. Within a short period of time, the chain of stores grew to nearly 400 stores in the United States and Canada. At present, the company has become the largest chain of fast-food restaurants and owns more than 15,000 restaurants in more than 100 countries (KFC Corporation, n.d).

As a consultant appointed by Kentucky Corporation to create a report that examines and reviews the company's leadership strategy and needs. Accordingly, I created a report that describes and analyzes the leadership practices in the company and what are its weaknesses, in addition to evaluating the current leadership style, and I proposed a new strategic plan for leadership style, this plan includes ways to increase communication between company members.

Assuming leadership begins with several questions, the most important of which are: What are my priorities?? So now I have to know what I can do for this institution and what is the future vision of the work and the way to reach it. When I draw this picture clearly, I will start to communicate it to those around me from the team, and here will be the right start.

An empowered leader is a leader who can overcome the challenges facing work and can study the correct ways to increase work efficiency, often by clearly knowing the company's goal and

understanding the current work mechanisms and weaknesses in it, and here comes the importance of the leader's ability to think outside the box and encourage the team To be able to make the difference and develop the business, it takes a talented leader to help employees connect the dots and find meaning and value in what they are doing (Craig, 2018).

The taking of the reins by the new leader is accompanied by some risks related to the new management system and the change of work mechanisms, as well as the team's rejection of new ideas. Organizational Success (Peterson, 2003)

At the beginning of my mission, there will be no guide or reference that will guide me fully on my duties, as what is required of me as a leader is to fully understand the corners of the work and its daily routine. I also have to study the policy of the previous leadership and the experiences experienced by the previous leaders, and know the reasons for the failure or success of these experiences. It will be hard, but it will yield many rewards for me and the organization.

Now I have two options for the management mechanism, and they are:

1- Command and Control :are usually defined as a specialized or distinct function in intelligence, electronic warfare, management, etc. But in fact, command and control have a broader and more comprehensive definition. It is the means or method by which the leader realizes what he must do (United States. Marine Corps, 1993).

That is, the command-and-control system can be defined as the arrangement of people, employees, management of information, procedures, basic facilities and equipment for the commander in order to conduct operations. It is a system that depends on the imposition of authority and the final decision. This is done through the arrangement and hierarchy within the company. It is also

considered a strict system and does not accept delays. This system also supports the leader through a set of advantages (Hq., Dept. of the Army, 2003):

- Maintaining and establishing a common operational image.

- Improving the speed and accuracy of decision-making, which helps and contributes to supporting decision-making.

- Improve and support the preparation and communication of implementation information

- High and meticulous discipline at work and its mechanisms

- Permanent adherence to deadlines and delivery times and not accepting delays

- high commitment to the hierarchy and job order

- Reduce wastage of resources and time to a large extent

As for its negatives:

- Keeping the team away from creativity and thinking outside the box

- It constitutes a major constraint for team members

- reduces the ability of team members to develop their leadership skills.

2- Leadership system based on providing information support:

This system is based on accepting the opinions of the team and leaving them the freedom to complete their tasks, as well as providing advice to them by the leader. It is a modern system where the leader can inspire employees and is characterized by the following (Luftman, 2004):

a. Enhancing a sense of security and loyalty in the organization

b. Presenting the organization as a high ethical model that can be a role model for employees or other companies

c. Organizations that follow this system are ranked among the best organizations to work with the moral support of the team.

However, the downsides to this system are:

a- Inability to adhere to the deadlines accurately or to take prompt measures.

b- Weakness in conflict management and conflict resolution within the team.

Describe an organization's leadership practices

It is very good to be in an organization like Kentucky, an organization whose name has been associated with chicken meals and fast food all over the world. Restaurants in this organization care greatly about the customer's comfort and satisfaction, as they care about the performance of workers and their continuous and good training on professional ethics and respect and a high level of tact and the professionalism that team members must exhibit, as a strong relationship has developed within the organization between team members, they are all responsible for customer satisfaction and providing the best for him. The company always seeks to increase the quality of production as well as to increase annual profits, but it is considered a role model for all institutions working in the field The same on the one hand, and the emerging institutions on the other, as the management and marketing system and work mechanisms have become a model that every manager tries to apply to his organization to achieve the same success, as the management system depends on business and on inspiring workers and giving them the motivation to provide better performance as well as sharing responsibilities among them, where Each member of the team can work anywhere he is asked (customer service - cleaning - placing orders - welcoming customers -

transporting materials), and it is also a good thing in Team management within the Kentucky Company is the high powers given to the leader, where he is to explain the objectives, review the budgets, suggest incentives and rewards, determine recruitment mechanisms, marketing necessities, and enhance good relations with customers, as well as determine the causes of penalties, levels and appropriate times for them (IvyPanda, 2019).

Within the company, the points to be trained on, points to be motivated, and courses to maintain effective communication between colleagues or with customers are constantly presented within the company, and there are many incentives that the management emphasizes, such as (free transportation between work and home - good salaries - sick leaves - the daily meal for each worker Health insurance and paid sick leave)

All of this is a good administrative procedure within the Kentucky Company, but in the next paragraph I will conduct a full study of all the weaknesses in these procedures in order to be able to overcome them and overcome them (IvyPanda, 2019).

Critique the leadership practice of that organization

1- The weaknesses in the management policies in the company is the autocratic management system, where the management used to see it as the best way to work within the company and team members are not involved in the decisions taken by the leadership, be careful and act quickly with people who are not qualified to work and who constantly cause problems Strictly, as the style of democracy is not appropriate in all situations. (Leading Organization,2021)

Where the decisions are made by the leader and the team has to implement them on the ground, and the employees do not express any dissatisfaction with this system because they know that a large company like Kentucky will not suffer in obtaining a replacement for any member of the team, and they find their condolences with the excellent salary and some of the advantages offered to them, In addition to the fact that they find themselves workers in one of the best companies in the world in the field and with a good reputation, they have no intention of criticizing the existing leadership mechanisms, but this system of management has some bad consequences that can be eliminated by changing this management system. Follows) Miller, 2019)(Gaille, 2018):

1) None of the team members can learn leadership skills or be ready for a leadership position because he does not participate in decision-making.

2) The exercises offered to team members may not be suitable for all of them and do not effectively perform what is required of them because they did not participate in planning the exercises.

3) The team does not have any information about the company's strategies and the steps taken to decide the company's future, because this information has not been shared with them (as there are no official mechanisms for their sharing of this information).

4) Most of the workers in the company are young people in age because they are the group that benefits from the advantages provided (good income that covers study expenses - daily meal - free transportation).

5) Losing a lot of suggestions that may come from team members, because this management system does not welcome any of the team's opinions or suggestions, they only implement decisions

6) There may be a lack of accountability within its structure

7) Strict rules are usually set that employees have to follow which can create mistrust

8) Increases the workload and pressure on the leader

The management's opinion was that this method is the only appropriate method because they fear that changing this system and following the democratic system will not maintain customer satisfaction or fulfill commitments in a timely manner, or will reduce the quality of service, and these features are the main advantages of the company and do not want to risk losing them.

Propose a new leadership style strategy plan:

The management's point of view in terms of the autocratic management system may be correct in terms of the easy achievement of the general objectives of the company as well as the achievement of excellent financial profit, but it is very important in our time and the developments in

management sciences that work be done on the psychological, professional and human development of employees, and the transfer of employees to the new situation Which requires them to participate in every step of the work, starting from monitoring challenges to making and implementing decisions and even measuring the effectiveness of the decisions taken, each according to his position and the angle of measurement, as I see that the democratic method in management has become one of the most successful systems recently and has proven its worth in many The world's leading companies (Tesla for self-driving cars and SpaceX for space research - Apple managed by Steve Jobs ... etc.)

It helps in solving large and complex problems, enhances job satisfaction between employers and workers, promotes the free flow of ideas, enhances trust and respect among team members, and enjoys strong and effective communication between employees and other advantages (Gayan, 2021).

Therefore, I will work on the following:

- This (participatory democratic) system will be worked with all team members from chefs to cleaners to order clerks and takeout deliverers and accountants, so that they all possess the skill and strength in the performance of their work and to enhance the spirit of working as one team.

  It is important to pay attention to all work steps and emphasize them and their quality, starting with the smile, reception, effective communication with the customer, speed, cleanliness and quality, and emphasizing the company's ethics that must be adhered to, including honesty, honesty, personal hygiene, good behavior during problems, challenges and body language. All these points will preserve the company's leading position. It will also maintain a positive atmosphere in the workplace.

The application of the democratic system is coupled with the application of a high-accuracy accountability system, where the team participates in decisions, trains them on their work, provides them with the company's goals and strategies, and gives them the mechanisms and time necessary to carry out their work, and after all that, the results are audited, weaknesses and errors are monitored, and the official is held accountable with the appropriate mechanisms according to the size and reason The error.

- I will clarify the goals of the work and the way to reach them, and define the purpose of the work in an accurate way, away from suspicion or ambiguity, and introduce the team members to the work of each of them so that any individual is able to cover the work of his colleague and perform it with good accuracy.

- I will meet with team members individually and with a group of permanent clients and write down their observations and opinions about the work environment, as this will enhance the spirit of creativity in the team and bring out their talents, as focusing on productivity enhances the level of the individual on spiritual and emotional foundations and the desired success will be achieved.

- I will build a bridge of trust with team members, and this trust will be based on transparency and commitment to the promises made by me, because it has a significant impact on motivating employees, and has a significant impact on the company's credibility in front of employees, as this commitment will enhance the company's image in front of employees, which motivates them to abide by their work, as they consider it their role to fulfill their promise. As for retracting the promise or leaving it without implementation, it will affect the employee's psychological state and the communication mechanisms between the employee and his manager. The employee will not do the good work again if

he was let down the first time, and this What increases the rate of staff turnover (staff turnover) These promises may be a modification in the work mechanisms in the event that a certain achievement, rewards, trip, vacation or promotion are achieved.

- Paying attention to team members individually, knowing the challenges they face, not neglecting any points of interest to them, establishing good relations with all of them, and not discriminating between them or creating negative associations among them. This will maintain team unity and optimal cooperation.

Examples of tools and mechanisms that may help implement these policies and how they will affect team performance:

There are many tools, methods or mechanisms that may help and contribute to the implementation of policies and will positively affect the performance of the team and will increase their motivation (Burkus, 2012) (Lumen Learning, 2019) (Skilbeck, 2019).

1) Determining mechanisms for selecting the monthly production champion/employee of the month/ and providing him with financial rewards, as the financial aspect has a significant impact on motivating the team, as well as announcing his name on a monthly basis in the work hall in front of customers as well as on the company's social networking pages.

2) Holding periodic meetings with the team to exchange views and share the challenges that the team faced in the past period, and announce the achievements and active members of the team, which motivates the rest of the team to increase its performance level, and the meetings are also important to keep the employees fully informed of the company's strategies as well as to explain to them permanently about points Important work and assignment of tasks during the meeting.

3) Reporting parties or trips in conjunction with each important achievement of the team, which enhances their motivation on the one hand and also strengthens the personal relationships between them.

4) Choosing a type of music that suits everyone's cultures and playing it while working, which adds a feeling of psychological comfort to the workplace.

5) Celebrating the personal achievements of the team members and their occasions/birthdays, academic achievement, marriage, a new baby...etc./ suddenly and giving the occasion a paid hour break, this will enhance the bridge of trust between the employees and the company.

6) Create a notice board in which group photos, success stories within the team, suggestions under trial and other means that enhance the cooperative and humanitarian aspect among team members are posted on a regular basis.

7) Not putting pressure on the team with many requirements beyond its ability and creating a general atmosphere full of cooperation and union among team members, making them assume the responsibilities of their work and its positive or negative results, and giving a sense of security as failure is an incentive for learning and development and not destruction and refraction (Skilbeck, 2019)

8) Finding creative and creative ideas to eliminate the daily routine of work, in line with the regulations and workflow, where some of the personal creations of each team member can be displayed / drawing - sculpting - singing - dancing - industrial innovation / each according to his hobbies and skills.

9) The most important thing to do is to conduct training sessions for employees at the beginning of employment about their rights that they are entitled to claim and about their

duties that must be accomplished, and what is expected of each of them during the course of his work, and thus each employee will do his work in a professional manner and will be responsible It is fully responsible and fully aware of it.

Communication Mechanisms:

There are many different effective ways of communicating, from verbal communication, storytelling, to written communication and the use of social media. There are also many methods of non-verbal physical communication. and others (Shethna,2021).

Accordingly, we can implement many effective means and methods of communication, including:

1) Each team member must have an approved email to send all agreed administrative decisions, official holidays, and new circulars at work, in addition to sharing work plans on a weekly basis with them on their email. All information and tasks that may be requested from team members must It must be documented in his e-mail in terms of the date of the request and the deadlines for delivery.

2) Create a group on WhatsApp for all team members through which everything that is urgent at work is shared, as well as sending motivational videos to the team or educational videos that may be useful, and team members can share their achievements and new knowledge through the group, it will be a good platform to keep Team spirit and intellectual affinity among them.

3) Allocating a quarter of an hour in the morning before the start of the work time to drink morning coffee together, exchange conversations and jokes, and end it by setting daily goals and challenges that we must tackle.

4) I will throw motivational sentences and compliments to people during their work that will stimulate their performance and invite them to do it in the best way, like a comment to the food preparers: // What is this delicious smell from the kitchen, hands up, this work will make us all at the top //, I will also direct They have the right time for criticism, so that the positive stimulus is more than the criticism by at least 4 times, so that the negative criticism and negative feelings do not prevail over the team, and at the same time he should know that I am attentive and appreciative of everything they do.

5) Enable team members to solve problems and end obstacles by understanding their opinions and applying their suggestions, and periodically allowing them to lead in the team with certain tasks, which creates a sense of belonging and confidence for them, as well as they will feel appreciated for their ideas by me.

6) Act quickly and firmly with new and inexperienced employees who always cause problems, as there are situations that democracy cannot tolerate and cannot be tolerated.

7) Communicating with the team with all my senses and understanding them, observing the body language, impressions and external emotions of them, because of their deep meanings, and the constant readiness to deal with situations in appropriate ways and wise reactions.

The right thing to do in times of crisis:

▪ In peak hours and in times of great work pressure, everyone should expect to be asked to fill any gap that may occur without hesitation or boredom, because if these gaps are not filled, they may cause great harm to the team in general, this work will be appreciated by me after the end of the crisis and investigation achievement.

- In light of the Corona pandemic, the pressure on the work of external orders increased, and work almost stopped in the external halls.

- And any crisis we may go through; we will be able to overcome it as long as the team works as one.

Emotional and psychological support:

a) Dealing with the team on the basis of individual differences between them and with respect for their individual personalities, the team is not a number or a number of people, but rather a group of people each with his feelings, culture, interests and personal problems, these matters must be taken into account and help as much as possible to build a bridge Trust between the company and the employee.

b) Communicate with each individual in the language he understands, and in a clear and frank manner.

c) Conducting focused discussion sessions between workers outside working hours, during which the problems and challenges facing the worker and their impact on his personal life are discussed, and what are the suggestions to avoid them.

d) The successful leader is the one who reaches in his relationship with any member of the team to the stage of the true supporter and the older brother in whom the team places their full trust, and this will only be done through a sense of the team and attention to their human side.

Conclusions:

In conclusion, after I review and examine the strategies and practices of autocratic leadership in Kentucky Corporation. And describing and analyzing it, explaining its most important strengths and weaknesses. I proposed a new strategic plan, based on the democratic leadership style approach, with the aim of increasing and improving communication and motivation among team members.

After implementing these strategies or policies, the company will achieve a set of gains, including:

a. Significant increase in product quality, customer reception and service delivery.

b. That the majority of the team members have perseverance, commitment and real motivation in order to move in the direction of the planned goal.

c. A significant decrease in the employee turnover rate / employee turnover rate / as everyone feels that the company is their second home and that they are part of it, and that the company's goals are their goals, and the company's success is their success.

d. Full commitment and full satisfaction with the company's strategies and its permanent work to achieve its goals.

e. Increasing financial profits by reducing waste after everyone understands his responsibilities and duties, and by increasing the number of clients due to the positive environment that exists in the company.

f. Making the company one of the companies that everyone aspires to work in and participate in its work mechanism through high professionalism at work and a comfortable work environment psychologically and physically.

g. Building lofty and humane ethical principles that distinguish the company from other companies, which will prove the positive image drawn in the client's imagination and enhance his confidence in the company.

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