



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	M.B.A in Strategy
Affiliated Center:	CEO Business School
Module Code & Module Title:	MGT560-Leading Organisation
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Student ID:	EIU2021046
Word Count:	4291 Words
Date of Submission:	October 13, 2022

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Introduction:

- Leadership is a concept, which is put into operation by the individuals in their personal and professional lives. To implement this concept in an effective and worthwhile manner, the individuals need to acquire an understanding in terms of meaning and significance of leadership. The leaders have the main objective of providing knowledge, support, and assistance to their teams in carrying out their job duties in a well-ordered and achieving the desired goals and objectives. When the leaders are performing their job duties or are working with other individuals, they need to inculcate the traits of morality and ethics and lead to goodwill and well-being, so, the new knowledge is that leaders are made, not born.

- **Chapter 1.**

- Our top management in Pepsi company has asked me to create a report to develop the leadership strategy and what needs of the organization.

1. Organization's leadership practices:

- The leadership should have skills and practices to control and encourage his team inside the organization or work environment, the following are some of them:

1.1. Mentor relationships:

- the good leadership culture includes room for employees to grow, good leaders will go above and beyond to provide training, support, and opportunities for their workers who show strong potential and become a consistently strong and clear mentor and supporter if the employees are struggling in organization.

2.1. Promote relationships – not just competitiveness:

- While having some friendly competition among coworkers or employees is not a bad thing, as good leadership practice is one that fosters and encourages a good working relationship between employees and good connection among team members will help with team building and will increase productivity overall.

3.1. Encourage the employees to advance:

- Motivate the employees to advance enough to take on new challenges to improve their skills and performance in organization and it is the main point to grow the business and development of any organization.

4.1. Give chance on people -within reason:

- a good leadership practice is to not stay bound within certain limitations. When hiring, for example, the education on a resume. Potential employees who have

proven themselves capable of accomplishing difficult tasks in other areas having highest educations.

5.1. Always be on the lookout for new talent:

- Keeping always looking for new talent even if you don't have vacancy in the moment, it will help you to have plan B always if your employee wants to leave or you are looking to fill a position empty, also it will be kept you open for the new ideas and technology.

6.1. Make your goals clarity:

- Any great leader who truly wants to succeed should have a series of clearly articulated goals that are viewed as priority, also to employees understand what they're working for, and why.

7.1. Give your feedback in real time:

- If something positive is accomplished, praise in the moment will elicit a desire to continue doing well. Similarly, when your comments to catching bad work early on will make it much easier to correct and training them to how to avoid it in the future. praise or provide constructive criticism, when necessary, will help keep them feeling more involved and appreciated.

8.1. compliment sandwich:

- Essentially, it is a practice where the leader compliments the employee for something they've done well, or a critique for something they didn't do as well, or could work on more, the idea behind this is that it is easier to accept criticism if it is bookended by praise.

9.1. Reviews based on the company's values:

- A good leadership practice is to consider the company's core values when evaluating how an employee has been performing. often it is said that 'It's not just what you do but how you behave along the way' that makes one truly successful.

10.1. One-on-ones:

- One-on-one conversations gives open and deep conversations may be missed in a group setting. It also provides opportunity for employees to express concerns they may have that they wouldn't want to bring up in a public.

11.1. Short, regular meetings to discuss issues:

- Some problems that spring up need to be solved quicker than others, and can't wait for a yearly, quarterly review or even the weekly scheduled one-on-one. these meetings can be short check-ins or lengthier meetings, depending on the need.

12.1. Trust your team to do the work:

- A good leader can have been to trust their team to do the work they give them. Leaders should be able to effectively delegate the necessary tasks to the right employees and will be based on an employee's ability to do the work they're given, the responsibility they take, ETC...

13.1. Inspire a share vision:

- Create a vision of an uplifting and ennobling future it will gives individuals feel energized by the organizational or team vision and encourage others in this vision by appealing to their values, interests, hopes and dreams.

- **Chapter 2.**

After we created the above leadership practices, now, need to critique that either negative or positive in Pepsi company.

2. Critique the leadership practice of organization:

1.2. Mentor relationships: actually, Pepsi company is applying this criteria or practice to salesman's and first line of management like supervisor, as they are always arranging training practical and theoretical to their employees to grow their skills and performances in sales & how to communicate with customer as it is a very important part in sales career to convince your client about your products which it will affect the company sales and her growth in market and also it will have a good effect in employee itself as it will show his capability and effectiveness in market which it lead to promote him or selected him for any higher position in future but they need also to invest little budget and arrange some trainings to their drivers and helpers due to they are facing and contact with client and they should know how to deal and communicate with them.

2.2. Promote relationships – not just competitiveness: as Pepsi company always promote the friendly and competitive relationship between the employees, friendly relationship as they let them spend sometimes together in beach or any entertainment place and also, they are arrange a big conference in hotel every quarter or end of the year to let having fun and celebrate the company achievement together, competitive relationship as they are create every month incentive amount or prize to top higher performance and achievements, therefore, they are create a kind of co-operation and motivation between the employees to refreshment them and create competitive spirit to do more work.

3.2. Encourage the employees to advance: every manager and supervisors in Pepsi company are doing weekly or monthly meeting with his team to encourage them, sharing ideas, motivate them and sort out the issues if anyone

had faced in market which it will help them to work as a team and it led to achieve company goal.

4.2. Give chance on people -within reason: when human resources here is hiring a new candidate, they are focus more to what is his experience in market, where was he work before applying to vacant position for how long , his age and which position has been reached without asking more about his graduated it or where he has reached in studies, which I believe it is a weak point and need to start to focus more on it and give interest because as we want to add a new blood in organization to get a new ideas ,new style in work , new attitude to help the organization to growth more and faster in market, we need also to add value as well and their values is in what is his degree or certificate he has got it ,is it` linked with sales career, where did he reach in studies , he continues or try to get other certificate, attend any workshop and not only for the a new candidate but also, for our existing staff as well because it will give value to organization and it help to match the development of the world which we have live it currently.

5.2. Always be on the lookout for new talent: always our organization thinking how to develop in market and moving forward in faster way versus their competitors and that via create a new positions to hiring new talent or to have a plan B if any empty vacant in future via new technology like linked in , posting in company page in face book or indeed web side , saving the CV'S for the best candidates those they had applied earlier or make interviews with a fresh graduates and give the opportunity to the best of them for training in our organization.

6.2. Make your goals clarity: Pepsi's management are arranging meeting with employees Quarterly & yearly and during that they are trying to explain their new vision and future plan to them, also, how they need to transform their performance and achievement to higher position in market share vs their competitors and leading the beverage market therefore they are train the

employees to transform their thinking and guide them to take the new visions and plans up to real live.

7.2. Give your feedback in real time: the organization are training the sales supervisor to join the salesman in market weekly once or every two weeks to evaluate their performance & skills in market ,their attitude with customers and how they are handle the difficult situation and customers as well through OJT (on the job training) form and mentioned what it is his weakness point ,where is the strong point and how to improve it or maintain it.

8.2. Compliment sandwich: the organization are training the sales supervisor and managers how to give their feedback and instructions in sandwich style to their team to be most effective like: first, they need to start it off with at least one positive statement about what your peer, coworker, team member, or even our organization did well, second, the constructive feedback which is usually how we could be better next time and not repeat the mistakes or how to improve our performance and skills in market, third, encourage statement which will soften the blow of the criticism or critical feedback and end the interaction or meeting on a positive note.

9.2. Review based on the company's values: HR department in organization has created the company's values to evaluate the employees' culture and his performance either in organization itself or in market as well, like, loyalty, honesty, trust, ingenuity, accountability. simplicity, respect, value-centricity, which it will help the organization to having core set of values to make decisions, foster teamwork, help employees to collaborate which it will reflect between the relation between the employee and clients and my suggestion to improve the company evaluation to create program of ideal employee or team monthly to show the highest discipline of them and prizing them which it will be as motivate to the rest of employees.

10.2. One-on-ones: as we discussed previously, Pepsi company is focused to giving open meetings to team and employees either as a group or team, also, it

gives open to individual meeting for each employee separately, throughout the new technology like. teams APP, Zoom, DUO, ETC.... or face to face meeting to gives the employee the comfortable feeling to discuss about his express concerns or he couldn't want to bring up in a public setting and I'm fully agree and support that kind of meeting as it will led to spreading a strong bond between the employee and the organization.

11.2. Short, regular meetings to discuss issue: as our organization is a biggest FMCG company and all most of their business is linked with market and market is in everywhere having news, changes, troubles, dropping either up or down, so, our organization is support that kind of the short and regular meetings via the current technology which I have discussed about it in previously point because it will update the organization about any changes comes in market and take the fast and influenced decision immediately, my suggestion this kind of meetings in right time it will give value to decision.

12.2. Trust your team to do the work: our organization is trusting their team via they are giving the instruction to them and monitoring the progress without any interfere in beginning but they need to improve the trust and take it to second level which is legitimate power and start to give it to the selected employee which he is eligible to use this in positive way and monitoring in close way to see the progress and that kind of power reduce the stress of the managers and give the flexibility to them to moving forward and focus in other work.

13.2. Inspire a share vision: to keep pace with the current modern era you should be developing always, and our company is focusing to be number one beverage company in world and to be the great place to work via thinking for new idea and create new vision like create new flavor, adding a new flavor, change in company procedures to be more flexibility, restructuring the company and creating new jobs, which it effect the employees and let them more motivate to be part from the new vision or work hardly to achieve it.

- **Chapter 3.**

- 1. The leadership style and the evaluation:**

- 1.1. Transformational leaders:** they are motivational leaders. they strive to create an enthusiastic work environment and drive their teams with innovations and changes.

- 2.1. Charismatic leaders:** they present both benefits and challenges to an organization and they are advantageous because they encourage and inspire others to be the best workers possible.

- 3.1. Directive leaders:** they take responsibility for decision-making rather than collaborating with their team or incorporating employee feedback. They tell their followers what needs to be done and how it needs to be done, rather than choose their own path for accomplishing tasks.

- 4.1. Supportive leaders:** they are looking to be more supportive of their teams should try to encourage teamwork, pay attention to members' relationships, and show commitment.

- 5.1. Achievement orientated:** they want always to discipline the team and don't like to lose, they value accomplishment and the intrinsic rewards that go along with achieving difficult goals. It is a strong motivator for most business owners.

- 6.1. Participative leaders:** whereby leaders listen to their employees and involve them in the decision-making process as they take suggestions from colleagues and teams into account, they are understanding how imperative it is to value the knowledge and skills of team members.

- 7.1. Free Rein (Laissez-Faire) leaders:** he is a type of leadership style in which leaders are hands-off and allow group members to make the decisions, managers set objectives and employees are free to do whatever is appropriate to accomplish those objectives.

2.Evaluate & revision the current leadership policy as per HR policy:

Style	Evaluate as per HR policy		Organization evaluates
	Pros	Cons	
Transformational leaders	<ol style="list-style-type: none"> 1. Maintains workplace integrity. 2. Defines a clear vision and goal. 3.Encourages professional development. 4. Encourages passion. 5. Improves communication. 	<ol style="list-style-type: none"> 1. They are focus on the big picture, and not the details, which means an additional manager may be needed to help transformational leaders direct the team and keep their vision moving in the right direction. 2. Working long hours can quickly lead to employee burnout. 	Advantage
Charismatic leaders	<ol style="list-style-type: none"> 1. He knows how to read people. 2. He knows how to work alone. 3.He pays extremely close attention to details. 	<ol style="list-style-type: none"> 1.It is dependent upon the energy levels of the leader. 2. Opportunities from occurring. 3.It can change the value systems of the followers. 4.It is not a leadership style which fits into a rigid structure. 	Disadvantaged
Directive leaders	<ol style="list-style-type: none"> 1.They can quickly improve morale, communicate expectations, and take on new challenges as a cohesive unit. 2.it makes it simplest for an organization to quickly make decisions and tackle new initiatives. 	<ol style="list-style-type: none"> 1.The micromanaging as it is the style of directive leader which strays into a smothering, autocratic style, they can alienate team members and foment resentment. 2.The whole organizations will suffer because most major decisions and strategic planning initiatives are determined by a single person. 	Advantage
Supportive leaders	<ol style="list-style-type: none"> 1.It is breed loyalty between the staff. 2. Boosts outside-the-box thinking toward complex problems. 3. The constructive criticism creates a positive workplace environment that may improve morale and employee engagement. 	<ol style="list-style-type: none"> 1.Can be time-intensive at the onset of projects or the onboarding of new employees. 2. Requires an in-depth level of expertise from leadership for the style to be successful. 	Advantage

Achievement orientated leaders	<ol style="list-style-type: none"> 1.Reach more goals. 2.Meet deadlines. 3.Straightforward leadership. 4.Find better discipline way. 	<ol style="list-style-type: none"> 1.Potential for low employee morale. 2. Lack of team bonding. 3. More burnout. 4. Less personal development. 	Disadvantaged
Participative leaders	<ol style="list-style-type: none"> 1.Encourages collaboration. 2. Helping to get the new ideas. 3. Decreases competition between the employees. 4. Improves morale for them. 	<ol style="list-style-type: none"> 1.The constant input and feedback it could make the decision-making processes can be much slower. 2. Security issues also arise, if too many people know too much internal information, it may harm the organizations to risk of information being leaked out. 	Advantage
Free Rein (Laissez-Faire) leaders	<ol style="list-style-type: none"> 1.Accountability which it means that subordinates are accountable for their work. 2.Creative environment between the employees. 3.Motivation for employees to rely on themselves. 	<ol style="list-style-type: none"> 1.It is not ideal in situations where team members lack the necessary knowledge or experience needed to make decisions or complete tasks. 2. Some individuals are simply not good at setting their own deadlines, managing tasks, or solving problems on their own and require guidance, therefore, it could cause projects to go off-track or deadlines to be missed. 	Disadvantaged

- **Chapter 4.**

Evaluation of the current leadership styles and how it will influence the organization:

Style	Description	Influence the style on our organization
Transformational	<ol style="list-style-type: none"> 1. Encourages the motivation and positive development of followers. 2. Exemplifies moral standards 	<ol style="list-style-type: none"> 1. Positive behavior will affect the employee performance and it will be effect Positive benefits for organization. 2. Influence of leader can be seen in employees Culture, who work in organization, impacts commitment,

	<p>within the organization.</p> <ol style="list-style-type: none"> Encourages the team. Fosters an ethical work environment with clear values, priorities, and standards. 	<p>performance and productivity, revision of shared assumptions and values.</p> <ol style="list-style-type: none"> Follower's frame of reference or thinking is changed so that they see new opportunities that were not noticed before, they are inspired to reach their potential in the context of the work that needs to be done to achieve the organization's vision and mission.
Charismatic	<ol style="list-style-type: none"> Used his communication skills, persuasiveness, and charm to influence others. Ability to connect with people on a deep level. Using inspirational motivation. 	<ol style="list-style-type: none"> Making professional life better and less problematic for the employees which it will impact the organization. Building courage or conviction so that every individual takes ownership of their work. Boosting the morale of the employees and inspiring them to become better leaders and increase their productivity. Promoting team building as well as collaboration.
Directive	<ol style="list-style-type: none"> Managers guide the team's goal. Provide coaching. Clarify the responsibilities. Remove any roadblocks. Give praise when appropriate. 	<ol style="list-style-type: none"> Makes better work and life balance will supports a healthier balance for employees, being able to better juggle, these two important parts of life makes way for motivation and efficiency to take hold. it also decreases absenteeism and increases loyalty to the organization. Excellent customer service: when more care is taken to answer questions, address concerns, solve problems, and generally be of help to others, it will improve the customers satisfaction to our organizations. Growing profitability for organization: due to impressive productivity delivered from every member of the workforce.
Supportive	<ol style="list-style-type: none"> Show concern for employees. Treat them with dignity and respect. 	<ol style="list-style-type: none"> Employees, in turn, feel valued and cared for. Ultimately empowers team members to develop their professional skills and work well autonomously or with

	<p>3. In times of change, global pandemic, ETC... they trust you to help them manage uncertainty.</p>	<p>little active management and guidance which it will affect the performance of organization and makes a great place to work.</p> <p>3. Those investments in employees will pay off with high productivity and excellent performance.</p>
Achievement orientated	<p>1. Encourages excellent performance.</p> <p>2. Continuous improvement by showing a high degree of confidence in followers.</p> <p>3. Setting challenging goals.</p>	<p>1. Discipline the team to achieve the organization goals.</p> <p>2. Tasks are unpredictable or complicated.</p> <p>3. Never know lose word which it will help company to success in business always.</p>
Participative	<p>1. Not following the way of a top-down approach to managing a team.</p> <p>2. Everyone works together for the decision-making process.</p> <p>3. Democratic person in team engagement.</p>	<p>1. It will sort out the issues inside or outsaid organization faster than the normal procedures from top-down or from down-up.</p> <p>2. Creating a cooperative spirit between the manager and employees, giving the employees comfort, and making them give above-mentioned performance.</p>
Free Rein (Laissez-Faire)	<p>1. Having an attitude of trust and reliance on their employees.</p> <p>2. Given team members freedom to complete tasks, make decisions or solve problems without interfering, unless the employees request it.</p> <p>3. Let the employees use their creativity.</p>	<p>1. It will give the confident and flexibility to employees to do work independently which it will reduce the daily routines and improve the production capacity for organization.</p> <p>2. Giving employees the opportunity to show their creativity which it will help the company's vision or future and moving forward faster than their competitors.</p>

- **Chapter 5.**

The communication plan that utilizes 21st century technologies: Currently, the world tries to develop the communications between them via the technology to makes the connection and business easier and our organization are trying to use this technology to keep up with the modern era and implement in their system and the following are some of them:

1. **What's APP:** All managers of sectors need to create a chat group into with his team to share the new instructions, ideas, new brand, or new flavors available in market and it could be use as individual manner to communicate with one of the team members directly to share any information, it does not to share in public group.
2. **Zoom & team's applications:** it could be use weekly or monthly to meeting between the leaders and his team to discuss about improvement and target achievements to motivate the team, current score and how to reach it up to highest performance and new visions, plans of our organizations.
3. **Hotlines:** It is improved one to one session in our organization and let us reach to any team members directly and vice.
4. **Email's:** To share the confidential documents or share the reports and share the instructions and requests between sectors in organizations, ETC...

- **Chapter 6.**

Summary of the networks in our organizations which it will be the better utilized for leadership in future:

1. **Operational network:** all managers need to build good relationships with every person who has connection with our organizations either inside or outside because the operational networks is not include only direct reports and superiors only but also the followers because they are having the power to block or support a project and the outsiders like suppliers, distributors, and customers. the purpose of this type of networking is to ensure that the

coordination and cooperation among people who must know and trust one another in order to accomplish their immediate task and it will give us a good definition of operational network which is (Either you're necessary to the job and helping get it done, or you're not) and anyone who satisfies this criterion should be considered part of your operational network, so the benefit of this network for organization is get your work done, efficiently.

2. **Personal network:** it is one's circle of casual acquaintances, typically composed of through professional associations, alumni groups, clubs, and personal interest communities, managers gain new perspectives that allow them to advance in their careers, this is what we mean by personal networking, while, it is important, because it is extent that they provide you with valuable resources and access to needed resources, the challenge is to convert them into network resources that also help with operational and strategic needs, and exchange important and needed outside information it will lead to develop professional skills inside the organization through coaching and mentoring.
3. **Strategic network:** it is a challenge to make the leap from a lifetime of functional contributions and hands-on control to the ambiguous process of building and working through networks. Leaders must accept that networking is one of the most important requirements of their new leadership roles and continue to allocate enough time and effort, the strategic network necessarily involves lateral and vertical ties to stakeholders inside and outside of organizations and the ability to collect the information's, support, and resources from one sector of a network to achieve results in another, it is the most important, but the least utilized because this necessitates that a leader get out of his or her own functional area to create a successful future plan, building relationships with other managers in other domains and it will help our organizations to figure out future priorities and challenges and get stakeholder support for them.

Conclusion:

- These characteristics of leadership should be adopted in a consistent and timely fashion while considering trade-offs, changing environments, and the need to maintain a positive organizational culture, additionally, leaders need to pay close attention to performance determinants by creating a vision, being and promoting the flexibility and adaptation, building stronger relationships and networks with employees and customers, empowering employees at all levels to make decisions and innovate, at the same time maintaining tight controls.

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