COVER PAGE AND DECLARATION

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Introduction:

This report includes research and review of the leadership strategy and needs of the company I work for, XYZ, which operates from more than 100 offices worldwide.

XYZ is considered one of the largest global group of professional service firms in the fields of Accounting, External Audit, Internal Audit, Corporate Governance, Taxation, Educational Consultancy, Economic and Strategic Studies, Management Advisory Services, Professional and Technical Training, Technology Transfer, Project Management, Investors and Business Advisory Services, Human Resources and Recruitment Services, E-Government, E-Commerce, E-Education, IT and Security Audit, Web Design, Professional Interpretation and Translation, Website Arabization, Domain Names Registration, ICT Strategic Planning, ERP Consulting Services, IT and Internet Skills Training and Examinations, Intellectual Property News Agency, IP Business and Asset Valuation and Branding Services, IP Registration and Protection, Intellectual Property Renewals, IPR Protection and Management, Legal Services, Public Offering, Digital Transformation Services, Design and Manufacture Technology Devices.

Main Body:

As we know that communication has become one of the most important areas that modern institutions are concerned with in their various specializations in services, production, or consumption, as the institution is a social entity based on a group of individuals seeking to carry out its activities to achieve its goals. Pivotal in the movement and dynamism of the organization's personnel, specifically in the link between the human elements at the various administrative levels, as it works to provide a kind of harmony and cooperation among its members with the possibility of conducting its administrative functions with quality and efficiency, as it became necessary in light of the latter to reconsider the administrative style and means of communication Therefore, an approach must be used that enables leaders to communicate with

all employees at different administrative levels for a better dynamic in the conduct of the company's business, as there are several technological means that can be used to achieve this, the most important of which are the company's programs, where must be Adding characteristics that enable employees, in addition to carrying out their work to communicate with each other in a professional manner in addition to relying on other well-known means such as e-mail, WhatsApp groups for employees or the Zoom program in order to hold meetings... etc.

The company must also provide the means for employees to use Technology such as providing an internet network inside the company or providing them with the service outside the company to achieve the maximum benefit from the technology.

First, we should understand and summarize the concept of organization leadership practices as flow:

For that we need to understand that this type of company depends on people directly, so the owner and founder of the company is considered one of the symbols (leadership charismatic) in the field of this work and his presence in the pyramid of the organization represents a reference for the employees to follow, but because of the nature of the company's activity, its large business volume and its multiple branches around In the world, each branch has an administrative structure that runs its business with its association in a decentralized manner in the main branch of the company and follows its systems and policies in force. Based on the leadership that is chosen in the management of each branch of the company that extends to more than 100 branches around the world. Although the company has fixed standards and policies, it, at the same time, includes several types of current leaders, where the required leadership is selected and determined for each of its branches. around the world according to several factors, the most important of which is the difference of cultures in that country, so the national culture and the culture of the group must always be considered.

Now, we will present the types of leaders present in one of the branches of the company in which I work, and then research, study and define the practices and tasks of each of them, bearing in mind that each branch of the company includes each organizational structure separate from the other branch according to the different cultures and policies of each country from the other, Below we present the administrative structure For company branch managers as follows:

Partner/President: The partner is considered one of the owners of a share in the company, so his duties are very similar to the tasks of the owners of the companies, the most important of which is increasing the profitability of the company, following up the business, making deals, determining the profitability of the company's branch, and following up on all financial matters related to the company, in addition to ensuring that the employees in the company comply with the standards The global and local policies are in conformity with the policies imposed by the parent company, and the leadership of the partner in the company can be defined as a kind of directive, strategic leadership.

Technical Director: He is the person responsible for the daily operations / reports issued by the company from a technical point of view and ensuring their compliance with local and international standards and policies. It can be defined as the leadership of the partner in the company as a kind of bureaucratic leadership, Pacesetter.

Managers (teams / groups) of work: They are the technical persons responsible for following up their teams in carrying out the work and preparing the required reports, it can be defined as Oriented leadership, coaching.

Scend, we will critique the leadership practice of the organization as flow:

Good leadership is the one that is based on raising the level in the company by means of administrative practices with high efficiency and works to build a better vision for companies, and raise the practical ability and increase the development of employees, and the good performance of leadership is reflected through leadership effectiveness, the leader who possesses methods that work to achieve and raise Professional business development among the individuals participating in the team, which raises indicators of competencies in the business.

The following are some of the criteria/elements on the basis of which the leaders in the company will be evaluated and the shortcomings and advantages of each of them will be stated:

Vision/Strategy:

Leaders must always define work strategies clearly and understandably (understanding the business and understanding the tasks), which makes it easier for employees to understand their roles and functions. Firm and fair criteria must also be established for evaluating employees, which creates a healthy work environment in the company.

Take responsibility:

A good leader is the person who takes responsibility and acts wisely in difficult times. He must also choose the most appropriate employee to take responsibility and move up the career ladder, where team members can be assigned a specific project, then compare them, and the employee who is more comfortable and stable in carrying out the task is the one who deserves position more than others.

Good communication with others:

It is important for the leader to be able to communicate with others and listen to them, and the most appropriate evaluation is by observing the behavior of employees among themselves to know the best employee in communication skills. He should also be willing to listen willingly and accept constructive criticism and communication.

Empathy:

Empathy is very important in the work environment, because it provides the ideal conditions for developing productivity and a good leader must understand the importance of this quality and communicate with his colleagues on this basis.

Ambition:

The leader must support the mentality of growth and development by motivating the employees, as it is an advantage that many employees do not possess. The ambitious employee desires to achieve the best continuously and is not satisfied with achieving easy goals and makes a great effort to reach the top.

Risk:

A successful leader is usually characterized by a love of risk, as he does not view challenges as obstacles, but as necessary steps to achieve what is required, and the more difficult the task becomes, the more creative he becomes and always desires to get out of the comfort zone to achieve his goals.

Attention to the team:

A good leader knows that he cannot accomplish everything on his own, and that teamwork is the best way to achieve success. A leader who does not care about team members cannot achieve what is required, regardless of his competence, and it is very important that he prepares his employees to assume

leadership positions in the future. Where the leader must take care of the employees and inspire them, and effective leaders always find ways to take care of their employees and inspire them to achieve unfamiliar goals.

Now that we have indicated some of the criteria and elements by which leaders can be evaluated, we will compare them with the company's leaders and express our opinion on the extent to which they are compatible with them or not:

Title	Criteria	*Evaluation table
Partner/President		
	Strategy	5
	Responsibility	5
	communication	2
	Empathy	2
	Ambition	3
	Risk	2
	Team	1
Technical Director		
	Strategy	3
	Responsibility	5
	communication	2
	Empathy	2
	Ambition	3
	Risk	2
	Team	1
Managers		
	Strategy	3
	Responsibility	4
	communication	5
	Empathy	3

	Ambition	4
	Risk	2
	Team	4

*((Note that we will evaluate each of the criteria according to the degree of availability of Leadership))

Very Low	Low	Average	Good	Excellent
1	2	3	4	5

Third, finally we will propose new strategic plans to ensure a style of leadership that includes better and more effective communication using the organization's network at the request of the organization:

A) regarding evaluation of the current leadership style in the organisation and a revision of the current leadership policy We explain the following:

The partner is considered one of the strategic leaders, as the concept of strategic leadership is the ability of the leader to envision, plan, lead and make the most of the resources he must implement strategies and plans efficiently and successfully In the company, including (decision making, goal setting, utilization and preservation of core competencies, developing human capital and preserving the culture and ethics of the company) and therefore, in order to achieve this, the president must communicate effectively with all levels and ensure that the policies and objectives of the company are achieved Developing the programs used in the company As communication through modern technological means will facilitate this for the manager and will enable him to know the way of thinking and making decisions by employees, which helps him to make decisions and exploit and maintain competencies and ensure adherence to the cultural and ethical values of the company, and in order to maintain this and commitment all branches of the company are subject to Permanent oversight by the parent company in order to follow up on the implementation of the partners' strategies Company ethics.

The technical director is considered one of the bureaucratic leaders, as he practices bureaucracy in management, and the leader in this style relies on working mainly on giving orders and forcing them to be done or take their opinions into account, and he believes that subordinates should follow his decisions, as he is the most experienced person.

Sometimes he may listen to all the different ideas and suggestions presented by managers and employees, but at the time of making decisions he will only give importance to his own point of view, as the company always seeks to increase the efficiency of managers through training and education and give them greater authority.

The process of using communication between the company's managers and employees with the technical director will certainly affect his thoughts and points of view, as he will be able to see all the details of the daily business and the problems that the company faces, and the solutions and proposals submitted by all employees, this communication process did not take place without relying on technological means the aforementioned, where problems are presented and sent through e-mail or through the company's programs, which enables everyone to view them according to their administrative levels, and then it is possible to meet through communication programs, the Zoom program, for example, to discuss ideas and proposals, which makes it easier for the technical director to see all the details and sharing future plans with managers and employees, and the company's administrative system authorizes all managers to give their opinions and approval of decisions in a sequential manner, which limits the technical director's exclusivity in making decisions and listening to the opinions of others.

Team managers are leaders who direct and coach, The coaching leadership style focuses on recognizing and nurturing the strengths of each team member and working with them to improve their collective results and self-confidence. Coaching leadership is therefore time consuming and focused on managing day-to-day tasks, where quick turnaround is necessary or when needed Only to

good results quickly, so the training leadership needs the leader to direct the new employees to focus on the tasks that need to be performed to implement certain goals or to achieve a certain level of performance, and the leader must focus on satisfying the team, motivating them, and providing them with care. The company's policies require team managers to direct and train employees in line with the company's culture and objectives, and one of the most important means used to achieve this is constant communication with employees, as modern technological means make it easier for managers to communicate permanently with employees during the implementation of their work, even if it is outside the headquarters The company where direct meeting programs such as Zoom or others can be used to hold daily meetings with managers, discuss problems and direct them to take the appropriate solution quickly.

The company also imposes continuous education and training on team managers to increase their efficiency and transfer it to employees, which helps to develop the company's human resources.

B) The leadership and culture of the company.

Company culture can be defined as the values, beliefs, and vision shared by the board of directors of the facility with the rest of the managers and employees, and it includes the method of interaction and communication between the various members of the team, regardless of their grades, as well as the general environment that prevails in the work atmosphere, and each facility has its own culture that distinguishes it. Explicit and develops with the company over time and the accumulation of habits of the people it employs. The company culture is also affected by national customs and cultures, economic trends, international trade, the size of the company and its products. With customers, their satisfaction, and every other aspect of the company's activity, it is therefore important that organizations seek to enhance the interaction of managers and employees and their integration within this culture and ensure that they fit into the company's culture. taken over time as managers and

employees who work in the company understand the strong culture of the brain expectations and behaviours and behave appropriately.

And since culture has an impact on every area of the company starting from the public image of the brand to the job satisfaction of the employees to the financial plan, and since there are a lot of risks, the company culture must be flexible and open to improvement.

The culture of the company in research (XYZ) expresses an overlapping of authoritarian culture and traditional culture, where authoritarian culture is considered a type of work environment culture in which power is kept in the hands of a very few trusted and authorized decision-makers, and these people enjoy special privileges, in the workplace and with complete delegation of responsibility and employees in this type of work environment culture follow the instructions of their superiors to the letter and do not have the freedom to express alternative points of view, these cultures often suffer in the long run and fall victim to the high percentage of dissatisfaction with employees who occupy lower hierarchical positions and decrease productivity, employee satisfaction and loyalty in terms of traditional culture, traditional companies have well-defined hierarchies and still struggle with the learning curve of communicating through new media, they are often companies that require a tie and/or pants of the traditional type, as well as a numbers-focused approach and taking decisions that avoid risk are symptoms of traditional culture and its culture is that despite the importance of the consumer, he is not always right, so the profits are Final always comes first.

However, in recent years, many companies have witnessed a major shift in how they operate. This is a direct product of the digital age, which has led to the emergence of new types of communication, and this includes social media. So many are struggling to communicate through new means that can blur these divisions. Management does not resist this challenge can be a great opportunity for learning and growth. In addition to the above, XZZ has a culture of hierarchy, which is the culture that most individuals work under at one time or another.

The culture of hierarchy is characterized by top-down control, structure, and process orientation, where the goal is to streamline operations and ensure that every employee is on the same page. It promotes a culture of clear and consistent communication and tends to be consistent and predictable, which gives employees greater peace of mind. On the other hand, some employees feel stifled by the structured and reliable nature of the hierarchy, which can lead to reduced motivation and impede innovative ideas. which can help the company to grow.

Therefore, the selection of the leader in the company must be done through their conformity with the cultures of the company (the company's vision, the inspiring leader of the company, the system of appointment, rewards, strategy, and company structure).

The search requires leaders with different qualities than what exists in the company at the present time, such as the visionary, the harmonious democrat.

C) The goal of communication between company members and at all levels is to help teams and managers maintain harmony and harmony in work, find solutions to problems and make decisions quickly and professionally, every company can benefit from teamwork as cooperation is essential, however excellent cooperation requires excellent communication. At the present time, there are several types of technology tools to help communicate well within companies. Here are some of them:

1) **Corporate software,** Companies that have a large number of employees require the creation of their own programs and websites that help them manage every part of the work effectively, as it is possible that the company's program or website is designed to maintain the leadership of the work in an organized manner while maintaining that everyone accomplishes his tasks In time, for example, instead of having to search through many emails and send many emails to different employees, the team leader can use a central platform to prepare schedules and assign tasks

to all employees simultaneously and through a unified platform. Team members to a centralized virtual location to check in on their task or provide feedback, helping things run smoothly and get things done quickly.

2) **Teleconference communication software,** Such as the Zoom or Skype program, which is used when you need to hold an important meeting. If your team or one of its members is traveling or working remotely, these programs are a way to obtain the advantages of face-to-face meetings and avoid the cost and arrangements involved in personal meetings, which leads to improved teamwork and provision Travel costs, and by using video conferencing, we can share data, documents, and presentations with team members in real time, in addition to the possibility of recording the meeting to share it with those who were unable to attend it.

3) **Presentation and document review programs,** The most important of which is the Microsoft 365 Team program, through which the team can work together on the same document at the same time, whether the document is a text document, a spreadsheet, or a presentation (PowerPoint), which leads to reducing ambiguities among team members and speeding up the feedback process in addition to reducing dependence On email This means that the team can see what all its members are doing, track proposed changes and work with instant feedback.

4) **Cloud storage,** Storing work projects (data and documents) is the easiest way to know that whoever needs the documents can access them at any time and from anywhere in the world, as sometimes team members have to work from different desks and still be able to edit the document together in At the same time, cloud computing reduces lag time and helps everyone contribute easily to the project, and this feature also has the ability to collaborate in real time, which means that everyone can access through the Internet and find a specific version and save a copy if needed, which leads to Save time and reduce dependence on e-mail in addition to keeping all file versions in a central place.

D) Now that we have explained the tools used for better communication between management levels, we show that XYZ company uses its own program that was designed in accordance with the nature of its work and uses the program to carry out business, but this program needs some <u>modifications and adding</u> some characterstics, including the possibility of work and connecting to the company's main server through internet and from anywhere in the world as the program works on individual computers and there is no connection with the company's main server <u>instead</u> of sending information and data via e-mail, which makes it difficult to send information and receive proposals and share them with managers and work teams quickly and smoothly.

As for the methods of communication within the company, the method used is mobile phones and e-mail and these methods are not considered the best methods of communication as we recommend using easier programs and systems with better features for communication such as Microsoft Teamwork or Cisco communication software, where all team members and managers can communicate Simultaneously holding remote meetings and displaying data, which leads to ease, accuracy and speed of communication between the administrative levels of the company and achieving the best results

At the end of the report, we make it clear that successful companies need people to lead them with qualities that are compatible with the culture of the company and the environment in which they operate, and that they have the ability to deal with the circumstances and variables that they are exposed to and the most important factors for the success of leaders are their ability to work with the company's employees and motivate them to work and see their problems and work problems, and this does not happen unless there is excellent communication between managers and employees at all levels.

Briefly, the success of the employees = the success of the leaders = the success of the company.

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