

LEADERSHIP STRATEGIES EXPLAINED



**Business
Explained**



“

**A leader must have the
courage to act against an
expert's advice**

”

James Callaghan



**Business
Explained**

ALL RIGHTS RESERVED.

No one is permitted to reproduce or transmit any part of this book through any means or form, be it electronic or mechanical. No one also has the right to store the information herein in a retrieval system, neither do they have the right to photocopy, record copies, scan parts of this document, etc., without the proper written permission of the publisher or author.

Copyright © Business Explained (2023)
www.business-explained.com

Disclaimer

All the information in this book is to be used for informational and educational purposes only. The author will not, in any way, account for any results that stem from the use of the contents herein. While conscious and creative attempts have been made to ensure that all information provided herein is as accurate and useful as possible, the author is not legally bound to be responsible for any damage caused by the accuracy as well as the use/misuse of this information.

INTRODUCTION	8
THE IMPORTANCE OF LEADERSHIP IN BUSINESS	9
1. Keeping the Company True to Its Vision	10
2. Motivating the Team	10
3. Facilitating the Acceptance of Diversity	10
4. Disseminating Emerging Strategic Goals	11
5. Making sure workers are inspired	11
6. Access to Resources and Assistance	11
7. Promoting Continuous Learning	12
8. Creating a Sense of Belonging	12
DEFINING LEADERSHIP AND ITS KEY COMPONENTS	14
Understanding Leadership	15
The Elements of a Good Leader	15
Seven Crucial Components of Corporate Leadership	15
1. Communication	16
2. Observation	17
3. Decisiveness	17
4. Transparency	18
5. Trust	18
6. Confidence	19
7. Charisma	19
Mastering the Key Elements of Successful Leadership	20
LEADERSHIP VS. MANAGEMENT	21
The Role of Managers	21
The Role of Leaders	22
How Management Differs from Leadership	22
Managers carry out the vision created by leaders.	23
Managers focus on execution, whereas leaders prioritize ideas	24
Leaders Motivate Others; Managers Ensure Success	25
While managers focus on the here and now, leaders look to the future.	25
Managers support the culture that leaders shape.	26
The Areas Where Leadership and Management Intersect	27
TRAIT THEORY OF LEADERSHIP	28
The rationale for the Trait Theory of Leadership	28
Leadership traits	29
Trait Theory controversies	31
Conclusion	31
BEHAVIORAL THEORIES OF LEADERSHIP	32
Behavioral Theory of Leadership Overview	32
Criticism of the Behavioral Theory of Leadership	33
Ohio State Studies	34
The Michigan Studies	35
SITUATIONAL THEORIES OF LEADERSHIP	36
Situational Leadership Theory by Hersey and Blanchard	36
Goleman’s Situational Leadership Model	38
Pacesetting Leader	39

Authoritative Leader	39
Affiliative Leader	39
Coaching Leader	39
Democratic Leader	40
Coercive Leader	40
Normative Decision Theory	40
DIFFERENT LEADERSHIP STRATEGIES AND WHEN TO USE THEM	42
1. The visionary leader	42
2. The coaching leader	43
3. The Transformational leader	43
4. The Servant Leader	44
5. The Authentic Leader.	44
6. The Strategic leader.	45
7. The Collaborative leader.	45
8. The Ethical Leader.	46
9. The Agile Leader.	46
10. The Leader-Member Exchange leaders.	47
11. The cultural Intelligent Leader	47
12. The Emotionally Intelligent Leader	48
13. The Transactional Leader	48
14. The Adaptive Leader.	49
DEVELOPING A LEADERSHIP DEVELOPMENT PLAN	50
Step 1: Assessing Leadership Needs and Gaps	51
Step 2: Developing a Leadership Development Curriculum	52
Step 3: Identifying Development Opportunities	53
Step 4: Measuring Progress	53
Step 5: Sustaining Leadership Development	54
Step 6: Testing Your Leadership Development	54
Step 7: Maintaining Your Leadership Development	55
Conclusion	55
DEVELOPING A LEADERSHIP BRAND	56
Why Create Your Leadership Brand?	56
Be Unique in the Crowd	56
Display Your True Self To The World	57
Build credibility and trust	57
Support Your Professional Goals	58
How Can You Create Your Own Leadership Brand?	58
1. Determine Your Current Brand	58
2. Determine Your Core Values.	58
3. Determine Potential Improvement Areas Through Feedback	59
4. Make an Impression With Your Work	59
5. Draft A Statement of Your Brand	60
Conclusion	60
LEVERAGING ARTIFICIAL INTELLIGENCE IN LEADERSHIP	61
1. Learning and development	63
2. Automated Decision Making	63

3. Recognition of Patterns	63
4. Virtual Support	64
5. Sentiment Analysis on Social Media	64
LEADING REMOTE TEAMS	65
Building trust and connection with remote teams	65
12 tips for increasing trust among your remote workforce	66
1. Be trustworthy, open-minded, and quick to respond	66
2. Arrange routine team meetings	66
3. Establish expectations	67
4. Establish precise objectives and targets	68
5. Establish roles for the team and promote accountability	69
6. Promote consistency	70
7. Make teamwork tools available	70
8. Assist team members in developing ties	71
9. Encourage peer-to-peer evaluations	72
10. Pay attention to team output and recognize achievements	72
11. Avoid micromanaging your team	73
12. Encourage a positive work-life balance	74
Communicating and Collaborating Effectively with Remote Teams	75
Create communication standards	76
Set “Milestone” and “Sprint” goals.	76
Establish regular meetings.	76
Clarity is key.	77
Make time and space for friendship.	77
Be flexible	78
Make opportunities for cooperation.	78
Managing and Motivating Remote Teams	78
1. Increase Team Awareness And Understanding	78
2. Come up with strategies for daily interaction	79
3. Employ digital tools for collaboration	79
4. Create trust	79
5. Establish Channels To Promote Achievements	79
6. Allow Self-Management Flexibility	80
7. Give your staff’s well-being top priority	80
8. Provide Incentives	80
9. Emphasize networking through professional development	80
10. Acknowledge and Appreciate Hard Work	81
Leveraging Technology for Remote Leadership	81
Mobile conversations can be made simpler by video and chat apps.	81
Cloud-based file-sharing applications enable employees to operate from anywhere.	82
Virtual happy hours to increase staff participation	83
On-demand virtual video games	83
Coffee break with the staff	83
Measuring and Improving Performance of Remote Teams	84

Choosing the Right Metrics for Remote Employee	
Productivity Measurement	85
Establish performance standards for remote workers	87
Examine remote employees’ cultural engagement	88
Specify the criteria for remote communication	89
Keeping Score of Remote Employee Objectives	90
Understanding the Challenges of Remote Leadership	92
Insufficient communication	92
Managing remote teams from a remote office	92
Absence of face-to-face communication	93
A bad corporate culture	93
A lack of faith in management	94
Losing track of the output of your remote workers	95
EFFECTIVE COMMUNICATION	96
1. ACTIVE LISTENING	96
2. ADAPTING COMMUNICATION STYLE TO THE AUDIENCE	97
3. CLARITY AND CONCISENESS	97
4. EMPATHY	98
5. BODY LANGUAGE AND NON-FORMAL COMMUNICATION	98
6. CONFIRM UNDERSTANDING	99
7. FEEDBACK	99
NEGOTIATION SKILLS AND STRATEGIES	101
Here are some strategies for striking the best deal possible:	101
NEGOTIATION STRATEGIES	102
1. INTEREST-BASED NEGOTIATION	102
2. BATNA	103
3. ANCHORING	103
4. Win-Win Negotiation	103
5. Integrative negotiation	104
6. Using objective criteria	104
LEADING CHANGE	105
HOW TO LEAD CHANGE SUCCESSFULLY	105
UNDERSTAND CHANGE MANAGEMENT	105
IDENTIFY THE NEED FOR CHANGE	106
DEVELOPING A CHANGE STRATEGY	106
COMMUNICATING AND ENGAGING STAKEHOLDERS	106
MANAGING RESISTANCE TO CHANGE	107
MEASURING AND SUSTAINING CHANGE	107
CASE STUDIES OF SUCCESSFUL LEADERSHIP	108
1. ADOBE	108
2. MICROSOFT	109
3. UPWORK	109
4. BETTERUP	110
5. SAP	110
CONCLUSION	112
REFERENCES	113

INTRODUCTION

Welcome to yet another book by Business Explained, where we will explore the art of leadership strategies in business. In this comprehensive guide, we will delve into the key components of leadership and how to apply them to achieve success. We'll talk about the distinctions between leadership and management, as well as how to lead with purpose and intention. In the book, we will look at many leadership ideas that have evolved over time and how they might be used in real-world situations.

We will also explore different leadership strategies such as Transformational, Servant, Authentic, Emotional Intelligence, Strategic, Visionary, Collaborative, Agile, Adaptive, Ethical, Cultural Intelligence, Coaching and Mentoring, Leader-Member Exchange, and Transformational Leadership.

As you progress through this book, you will gain valuable insights from case studies featuring successful leadership from top companies such as Adobe, Microsoft, Upwork, BetterUp, and SAP. These examples will highlight the profound impact of effective leadership on organizational success, and offer practical guidance for achieving it yourself.

THE IMPORTANCE OF LEADERSHIP IN BUSINESS

Leading others is widely regarded as one of the most valuable abilities. Any successful leader, no matter their field or position, must have firm convictions that they live by. To fulfil your full potential, you need to develop as a leader rather than settling for merely showing up to work on time, offering quality work, and monitoring what others do.

Whether you are already a leader in the workplace or have the potential to become one, there are numerous things you can do to develop your leadership abilities. To lead is to take charge, find the best solution, and encourage those around you to do the same. Forward-thinking and foresight are essential. You achieve this by regularly assessing your performance and assisting those around you to reach their full potential.

Business leadership requires the ability to inspire employees to work toward common goals, make quick decisions in the face of uncertainty, and outperform the competition.



Business leadership is crucial because it affects people within and beyond a company's immediate sphere of influence. Here are the eight primary reasons why leadership in business is important:

1. KEEPING THE COMPANY TRUE TO ITS VISION

Business leaders need constant vigilance and forethought to keep their companies focused on their long-term goals. This is because it is easy for employees and the business to lose sight of the big picture amidst operations' day-to-day ups and downs.

Even when the company has gotten off track, a smart business leader keeps things moving in the right direction.

2. MOTIVATING THE TEAM

Some have compared a company without a leader to a military unit without a commander. A business leader's responsibility is to raise employee morale. Employees are motivated to work harder because they can see the result in their sight.

So long as they believe their leader understands their purpose, they can get to work. The result is an increase in worker morale and self-assurance, as well as an increase in their ability to get the job done without monetary incentives.

3. FACILITATING THE ACCEPTANCE OF DIVERSITY

The kind of business leadership provided by the leader of a company determines whether or not that organization embraces diversity. While some organizations value diversity, others do not. It's possible that bad management decisions are to blame for this, rather than personal preferences. Any corporation with excellent corporate leadership will always have a place for diversity. Organizational leadership is obligated to steer hiring practices in a way that prioritizes diversity (including hiring women, millennial, and people of colour).

Every company has a diversity and inclusion policy, and it is the responsibility of top executives to implement it. The board of directors also has responsibility for addressing the diversity issue.

Having diverse employee guarantees that the company will have various leaders in the future.

4. DISSEMINATING EMERGING STRATEGIC GOALS

To inform employees about the company's new strategic direction, top executives must announce it via memos, emails, or company-wide meetings.

That way, there can be no doubt that the news of the change is genuine because it comes straight from the source of authority.

It also aids workers in adapting to any new circumstances that may arise due to the company's new strategic goals. Employees look up to the corporate leader as a unifying figure; therefore, hearing from them is reassuring.

5. MAKING SURE WORKERS ARE INSPIRED

Business leaders must incentivize their staff monetarily and otherwise. Leadership is responsible for creating and enforcing incentive programs that inspire and motivate employees.

It's proper to give credit where it's due, which fits the bill. Organizational leadership should follow up on recommendations to award employees who have performed well. The result is a more inspired workforce.

6. ACCESS TO RESOURCES AND ASSISTANCE

While it is possible that the finance department would be the one to acquire the resources needed by the various employees to perform better, the company leaders provide the go-ahead for acquisition.

The best leaders know that asking their staff what they need to improve is the key to getting the most out of them. The company head can then direct and monitor the procurement of the requested resources with this data.

Business leaders are sending a clear message that they care about their workers' performance by ensuring their teams have what they need to succeed.

7. PROMOTING CONTINUOUS LEARNING

A good leader in business will make extra efforts to educate their staff. The more workers acquire knowledge, the better they can do their jobs and the better they can improve themselves.

It could mean better pay for the workers. They may not be able to find work elsewhere, but they could be able to advance in their current company.

A smart business leader will recognize the importance of providing their staff with many opportunities to learn and grow, which will help them perform better in their roles and benefit the company as a whole.

8. CREATING A SENSE OF BELONGING

Employees want to feel a sense of belonging to their employer, especially if they enjoy their work and the atmosphere. If corporate leaders are to deliver the aforementioned, they must also motivate employees to forge a shared sense of purpose.

When workers in company share values and experiences, they develop a sense of shared identity. Moreover, it also incorporates the ingrained culture of the company itself. Employees can accomplish this because they spend more time together than with their loved ones or friends outside work.

In summary, a leader takes the initiative to steer a team, organization, or other groups of individuals. Leadership is something that can be demonstrated in a variety of professions or domains of work.

To lead is to have the ability to motivate others to take action. This method is preferred to the more authoritarian approach of demanding blind obedience from participants. Leadership does not require authoritarianism, manipulation, or coercion. A leader's responsibility is to move others to take positive action by creating a compelling shared vision and providing the necessary inspiration and drive for their team to achieve that vision.

Guided by their vision and mission, leaders can steer their organizations through challenging terrain and generate new value for their organizations. Therefore, leaders are accountable for providing guidance, developing strategies, and defining objectives. They take action to encourage change and lay out detailed guidelines for how that change should be executed.

DEFINING LEADERSHIP AND ITS KEY COMPONENTS

Business leaders are those with the ability of a company's management to define and achieve hard goals, act swiftly and decisively when necessary, outperform the competition, and motivate others to perform to their fullest potential. A firm's leadership and other qualitative features can be harder to put a price on than the more tangible and frequently measured quantitative measures that allow for more straightforward comparisons between businesses. Leadership can also refer to a more systemic approach, such as the tone or culture established by upper-level management.

In the corporate sector, people who can lead others tend to climb to the highest executive roles, such as CEO, COO, CFO, president, and chair.

UNDERSTANDING LEADERSHIP

Organizations and their employees would be lost without strong leadership to guide them. Employees must be aware of the company's strategic goals and the people they should follow to achieve those goals. As a leader, you must demonstrate to your team how to carry out their duties and constantly monitor their progress.

Leadership also involves serving as a role model for subordinates by demonstrating enthusiasm for one's work, a desire to grow professionally, and a willingness to pitch in wherever help is needed.

Leadership is about more than just getting things done and beating the competition; it's also about the tone set by upper management and the culture developed for the staff.

THE ELEMENTS OF A GOOD LEADER

Having a strong character is a quality of effective leadership. A leader is someone honest, trustworthy, and ethical. Leaders do the walk and talk the talk to earn the right to take credit for the achievements of their subordinates.

Clear communication is a key component of effective leadership. Leaders engage with employees, hear them out, and address their questions, concerns, and comments in a caring and thoughtful manner. Leaders advance their organizations by fostering open lines of communication between employees and customers.

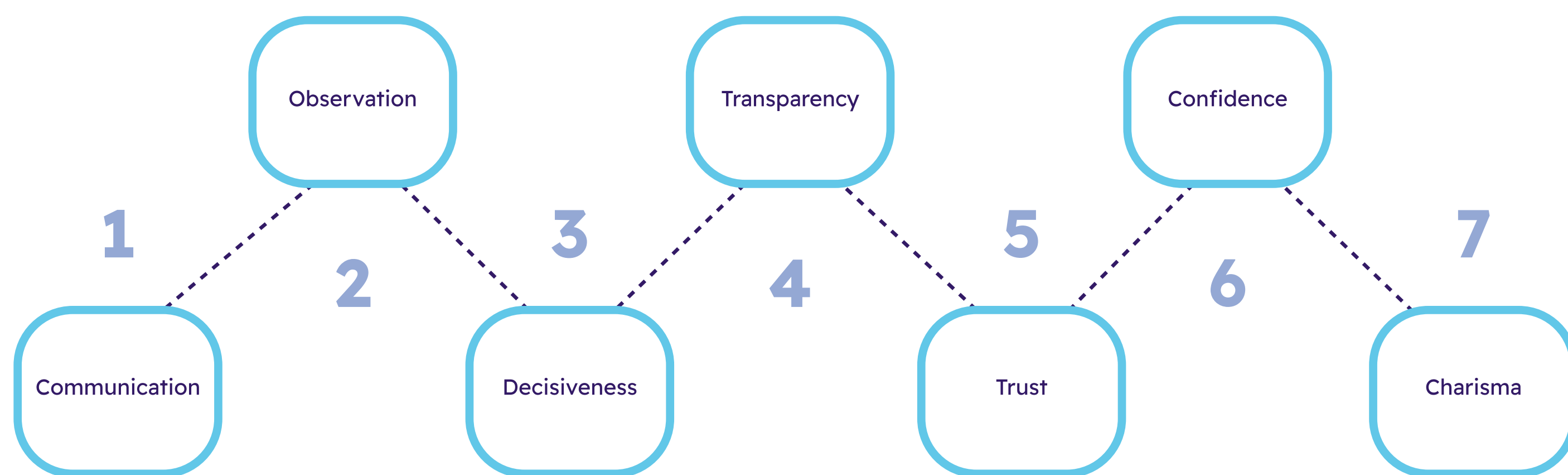
Good leaders can envision the future of their organizations and map out strategies to bring them there. Leaders must see beyond current affairs, keep up with market developments, and take calculated risks to expand the company.

Effective leaders inspire their teams with their optimism and drive. Strong leaders provide encouragement and care for their followers. When things go wrong, leaders are the ones who develop solutions and comfort and motivate their staff. Leaders must develop plans that promote cooperation and boost output if they want to get the most out of their employees.

SEVEN CRUCIAL COMPONENTS OF CORPORATE LEADERSHIP

Some aspects of leadership are fundamental regardless of whether you identify as a proponent of a directive or a facilitative leadership style. These guiding principles will help you convey your message, keep your team interested, and keep a positive relationship with them, all of which are essential for success.

7 Crucial Components of Corporate Leadership



1. COMMUNICATION

A leader's ability to communicate effectively is crucial. A great vision is useless if your colleagues don't understand and implement it.

Whether or not you realize it, you are always communicating. Everything you do with your voice and body language is important. Your mission is to effectively convey the intended message to the widest possible audience. The following are necessary for efficient conversation:

- Clearly articulating your intended outcome in your presentation
- Adapting your words to the listeners' needs
- Delivering in a way that is straightforward to understand
- Constantly hearing and responding to concerns, queries, and suggestions
- Making an emotional connection with your audience
- Pay attention to how your tone of voice, phrasing, and body language could send unintended messages.

The use of stories or images to establish rapport is highly recommended. The goal of your communication should be to leave your audience feeling inspired and with something to think about long after the words have faded.

2. OBSERVATION

True leaders are good at reading a room's atmosphere. They are familiar with the capabilities and limitations of each team member, can detect when someone is struggling or confused, and foresee possible conflicts before they develop. In contrast to a decent one, great leader is proactive, using their foresight to avoid problems, train their staff, and maintain order in the workplace.

Observation is not limited to the physical senses. Effective leaders will utilize all tools to determine the status of their team, its projects, and its people. Using a platform for company culture like PERKS makes this straightforward. PERKS provides employees with a dashboard to track their progress toward incentives and redeem them for cash. It also provides employers vital information about their employees' engagement, contentment, and overall success. Employers can evaluate their leadership effectiveness with the help of team management tools and a culture report card.

3. DECISIVENESS

As was previously mentioned, effective leadership needs a clear vision. That means the leader must have a clear picture of the end state. In no way does this imply that team members are barred from bringing their unique perspectives and ideas to the table. In other words, it's important to clarify and explain the overall expectations up front, regardless of how wide or specific they may be.

Consequently, the ability to think on one's feet is essential for any leader who hopes to succeed. There will always be situations in which a leader in a corporation must move quickly or deliver a speedy response. When dealing with a disobedient worker or retaining a disgruntled, about-to-leave customer, they must act swiftly and decisively.

As an example, think about military command. Leadership decisions made by a general can mean the difference between life and death for an entire force; thus, they must be made quickly and without hesitation.

Of course, the regulations are still in effect, even if you have lower stakes. The consequences of your indecisiveness or lack of consistency will be felt throughout your business, and your team members will lose faith in your ability to lead.

4. TRANSPARENCY

As a leader in a high-stakes corporate environment, you can't tell your staff everything. Some details within the company are confidential and should only be shared with those who genuinely need to know them. Nonetheless, any good leader knows how critical it is to keep their followers in the loop. A leader who is open and honest is one who:

- Maintains open communication with employees regarding strategic business choices and events
- Clearly articulates and establishes reasonable objectives
- Doesn't hide the company's successes, failures, or goals
- Is open to hearing the opinions of others on the team

5. TRUST

Leaders must also be trustworthy. Good leadership is essential; without it, you can forget about leading successfully. Trust is the glue that ties the leader to their followers and offers the ability for organizational and leadership success

The key to gaining and keeping people's trust is honesty, openness, communication, decisiveness, and setting a good example.

Leadership success necessitates openness, positivity, and reliability. If you demonstrate to your team members that they can expect dishonest or unreliable behavior from you, they will be more hesitant to trust you. Leaders are continually being watched to see how they act in various situations. What do your actions and words reveal about you?

6. CONFIDENCE

You, as the leader, are in charge of steering the ship. Your team is counting on you to take the helm with assurance and competence. You need to believe in the message you're presenting and know how to explain it with confidence, even if you don't have all the answers all the time or are struggling with uncertainty or fear.

If you want to inspire trust as a leader, you need to be able to make judgments and stick to them, making adjustments when required but never doubting your intuition. Confidence that isn't earned is easily recognized, and followership that doesn't trust its leader isn't inspired to follow. One of the most crucial aspects of leadership is confidence since fear spreads like wildfire.

7. CHARISMA

Persuasion is a crucial leadership skill. In other words, you should help your team members develop the skills they'll need to take charge in their own right. Dynamic leaders can inspire their followers. Because of this, they can reach out to their staff on a personal level and appeal to their sentiments.

Anyone can demonstrate characteristics of charisma. If you're an introvert or an extrovert, it won't be a problem. Charisma is the perfect combination of strength, charm, and presence.

Leaders that can effectively communicate, inspire trust, and make tough calls are often already adept at using power to their advantage. You will exude charisma and influence as a leader if you can command respect while still being there for your team members.

MASTERING THE KEY ELEMENTS OF SUCCESSFUL LEADERSHIP

No leader is indeed faultless. However, leadership success has less to do with character and more to do with results. Even if you have a brilliant plan and a compelling vision, none will matter if you can't motivate your team to implement it.

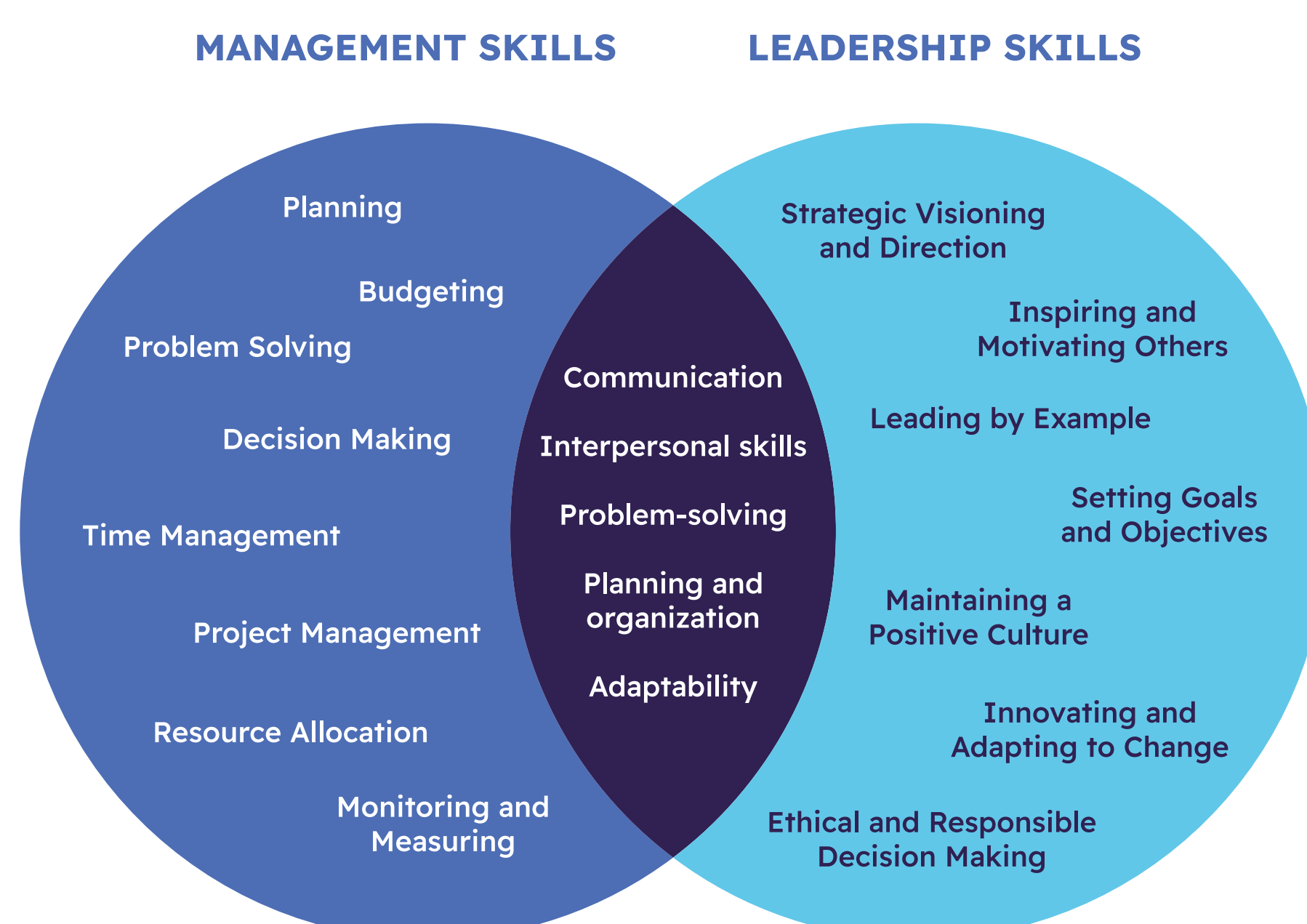
No matter what leadership style best describes you or your company, mastering the essentials of being a good leader will allow you to create a more self-reliant, productive, and loyal team.

LEADERSHIP VS. MANAGEMENT

THE ROLE OF MANAGERS

An employee of an organization who is responsible for organizing, leading, managing, and planning is known as a manager. Are all managers also leaders, though?

The majority of managers also tend to be leaders, but only if they are capable of carrying out management's leadership responsibilities, which include pushing employees to work harder and more productively by inspiring and leading them. Sadly, not all managers possess leadership qualities. Employees obey their managers' commands out of obligation, not necessarily because they are motivated or inspired by the manager, which is what happens when managers lack effective leadership abilities.



Managerial responsibilities are typically listed in a job description; subordinates follow according to the professional title or classification. A manager's top priority is meeting corporate goals and objectives; they often pay little attention to other factors.

Managers are accountable for their own behaviour and that of the employees they supervise. With the title comes the power and privilege to evaluate an employee's performance and behaviour to decide whether to reward, reprimand, or promote them.

THE ROLE OF LEADERS

Leadership and management differ primarily because leaders don't always possess or occupy management positions. Simply defined, a leader need not be someone in a position of power within the business; anyone can be a leader. In contrast to managers, leaders are imitated because of their character, conduct, and convictions. A leader shows a high level of love for their profession and personally invests in tasks and projects. Although these goals may not always be those of the company, leaders are very concerned with the happiness of their followers and want to help them achieve their goals.

HOW MANAGEMENT DIFFERS FROM LEADERSHIP

The roles of management and leadership are frequently thought to overlap. This may be the case, but these two terms don't have the same meaning and shouldn't be used in the same sentence. Both imply a distinct collection of similar qualities, traits, and abilities.

They do, however, clearly differ in several situations. For instance, some managers don't lead, while others do without a managerial position.

Typically, a manager is chosen or appointed within a company. A manager is typically chosen based on particular technical skills, knowledge, and expertise. On the other hand, inspiring and influencing others is the most important leadership trait.

It's crucial to have excellent supervisors and leaders at work. For an organization to accomplish its goals, it needs effective leaders. Additionally, they require effective managers to ensure that tasks are completed and that their teams' goals are met.

Now let's examine the five key distinctions between management and leadership.

MANAGERS CARRY OUT THE VISION CREATED BY LEADERS.

Managers and leaders have various roles in creating and carrying out a company's goals and vision.

Leaders are visionaries. The majority of them are quite clear on where they want their organizations to go in the future. They are not the only ones responsible for carrying out that vision.

Managers are key players in this situation. Managers are in charge of ensuring that staff members are in line with the fundamental corporate values and goals. At the same time, leaders may be responsible for effectively communicating the firm's purpose, vision, and goals to the entire organization. However, 71% of workers feel that their leaders do not spend enough time explaining their objectives and strategies.

Many employees concur that their company does a poor job of communicating the company's goals, even though leaders are the ones who can persuade people to work toward the same goals. Additionally, staff members want and demand information about the state of their company and its future. Moreover, leaders are the ones who can foster trust in the workplace by being transparent about the company's objectives, opportunities, and challenges. They can encourage a positive work environment where staff members feel free to express their needs, wants, and concerns. The working climate improves when leaders become more open and honest.

MANAGERS FOCUS ON EXECUTION, WHEREAS LEADERS PRIORITIZE IDEAS

While an organizational culture emphasizes reason and control, leaders are more concerned with finding ways to enhance the organization as a whole.

They generate fresh concepts and promote the change to a future-focused attitude. In other words, managers are always looking for solutions to “how and when,” whereas leaders are looking for answers to “what and why.”

As a result, managers’ primary duty is to carry out their duties according to the leader’s vision. Their key responsibility is to make sure that those working on various functions with various responsibilities do it effectively, productively, and with a sense of voice.

They should always keep an eye on the bottom line by managing personnel and giving them the tools, processes, and information they need to succeed.

In contrast to leaders, who are more focused on ideas and relate to people in higher-level but sympathetic ways, managers relate to people based on their participation in a decision-making process. The primary distinction is simply between a manager’s focus on how things are accomplished and a leader’s focus on what has to be done to produce better results.

Leaders can be extremely important in promoting change inside organizations since they constantly look for fresh concepts. A leader also encourages constructive, gradual change by allowing staff members to work together to achieve common goals. The most effective tool a leader has for doing this is effective communication.

Leaders’ statements regarding change should prepare individuals to act differently and explain why, while managers should consistently reiterate these messages. However, many managers aren’t even aware of the cause of change.

LEADERS MOTIVATE OTHERS; MANAGERS ENSURE SUCCESS

While leaders have a remarkable capacity for motivating others, managers ensure that employees have successful careers and rewarding workplaces.

Since managers are responsible for over 70% of employees' involvement at work, they are also held responsible for the performance and output of their teams.

However, managers are limited in what they can do to support their staff's success if they cannot inspire them. Leaders may empower their workforce, capture the attention of their followers, and motivate them to pursue significant organizational projects by establishing their unique leadership style through self-reflection, real communication, and ongoing feedback.

According to studies, when employees have the chance to interact with the leaders frequently, they feel less pressured and anxious. Additionally, leadership has a significant influence on employee engagement.

Workplaces that encourage honest, open, and transparent communication have more productive employees. However, many businesses continue to downplay the significance of two-way communication between managers and workers. Employees do not have the chance to participate in conversations affecting the entire organization since information only goes in one direction.

WHILE MANAGERS FOCUS ON THE HERE AND NOW, LEADERS LOOK TO THE FUTURE.

The major distinction between managers and leaders is that the former is more present-oriented, while the latter is more future-focused. The manager's primary responsibility is to execute processes and procedures related to staffing, organizational structure, and budgets to achieve organizational goals.

On the other hand, leaders tend to look ahead and seize potential chances.

However, if the future vision of the leadership cannot be transparently articulated to both managers and people, it is meaningless.

Every leader should endeavour to instil a sense of purpose among employees because it is one of the main factors influencing employee engagement and experience at work, along with the alignment of people's personal and professional values.

MANAGERS SUPPORT THE CULTURE THAT LEADERS SHAPE.

The company's corporate culture should be considered when contrasting leaders and managers.

Culture is a set of values, attitudes, and behaviours that influence how an organization functions and works.

Employees and other stakeholders act and behave in ways that facilitate achieving company goals when organizational culture is in line with the broader business strategy.

The distinction between management and leadership in terms of organizational culture is that the former defines and shapes the latter. In addition, managers model such a culture for their staff members.

The leader supports the organization's fundamental corporate values and cultural norms through their decisions, truthful communication, and actions. Passionate and motivating executives can greatly affect how the organizational culture is communicated throughout the business and how people behave.

While the manager's responsibility is consistently promoting and endorsing the culture within their teams, their abilities and leadership styles significantly impact how employees take and live that culture.

Therefore, leadership and management must work together to inspire people to uphold the company's culture and basic principles.

THE AREAS WHERE LEADERSHIP AND MANAGEMENT INTERSECT

There are many places where the duties and responsibilities of management and leadership in the company overlap, even though their roles may differ. The three key areas are as follows:

Communication: For a business to succeed, management and leadership communication are essential. As was already noted, employees expect to be kept up to date on the status and direction of their organization. While management communication should also motivate employees, ongoing, transparent communication encourages team members to perform at their highest level.

Decision-making and problem-solving: Both managers and leaders are accountable for making good decisions and solving problems. While decision-making at the corporate level may fall under the purview of leaders, managers are in charge of decisions made at the team or departmental levels.

Change and crisis management: comparable to the decision-making process, leaders and managers should collaborate during times of change or crisis. The state of the world today has taught us the value of agile workplace transformation and the necessity of changing swiftly. While managers are more aware of how to help their people embrace and align with the change, leaders may better understand the change that needs to be done.

TRAIT THEORY OF LEADERSHIP

According to the trait theory of leadership, some innate personality traits and qualities that result in reliable behavioural patterns are the source of effective leadership. One of the earliest studies into the characteristics of good leadership arose from this field of study.

THE RATIONALE FOR THE TRAIT THEORY OF LEADERSHIP

The “great man” theory of leadership, first put forth by Thomas Carlyle in the middle of the 1800s, is connected to the trait theory of leadership.

Carlyle believed that remarkable leaders shaped history. Carlyle believed that people are born with the ability to lead and that this potential cannot be learned. Early leadership study, which largely concentrated on inherited attributes, was motivated by Carlyle’s theories.

Carlyle founded his theory of leadership on the justification that:

- Certain characteristics lead to specific behavioral patterns.
- Patterns hold in a variety of circumstances.
- Leadership characteristics are innate.

Even today, books and articles extol the many qualities required to become a great leader, implying that some people are predestined to lead (or are at least more inclined to do so). In contrast, others find it difficult, if not impossible. Since Carlyle’s thesis was published, psychologists have debated and investigated the trait-based theory of leadership. Ralph Melvin Stogdill, a psychologist, proposed that leadership is not only the consequence of a predefined set of attributes but rather the interplay between the individual and the social context

In the following decade, in the 1980s, researchers James M. Kouzes and Barry Z. Posner claimed that credibility was a significant predictor of leadership skills, including traits like honesty, vision, inspiration, and competence.

LEADERSHIP TRAITS

Even though lists of leadership qualities might differ depending on who is compiling them, a recent study identified behavioral characteristics that distinguished lower-level supervisors from higher-level supervisors.

The characteristics that studies found to be most frequently linked to effective leadership are as follows:

Flexibility and adaptability: Effective leaders avoid becoming complacent. They possess the capacity to think creatively and quickly adjust to shifting circumstances.

Assertiveness: A strong leader can be forthright and outspoken without being pushy or hostile.

Capacity to motivate others: A great leader understands how to inspire and motivate others to perform their best.
Courage and resolution: The best leaders are courageous and persistent in their commitment to the group's objectives. They don't run from difficulties.

Creativity: The ability to promote creativity in others is perhaps the most important quality of outstanding leaders, along with their creativity.

Decisiveness: A great leader can make decisions and trust their judgments.

Willingness to take ownership: Strong leaders take ownership and don't blame others. They accept responsibility for their errors and stand by their accomplishments.
Emotional control: In addition to being trustworthy, effective leaders can manage their emotions and avoid emotional outbursts.

Intelligence and action-oriented judgment: Great leaders are intelligent and make decisions that advance the organization.

Need for achievement: Strong leaders are driven to succeed and support the group in achieving its objectives. They are devoted to assisting the group in achieving these goals because they sincerely care about its success.

People skill: Excellent interpersonal skills are necessary for effective leadership. Excellent leaders can communicate effectively with team members and other leaders.

Perseverance: Strong leaders persevere even when things are challenging, or the organization is confronted with major challenges.

Self-assurance: Many of the most effective leaders have a high level of assurance. As a result of their self-assurance, followers frequently start to feel the same way.

Task proficiency: A great leader is knowledgeable and competent. The group's leader might be an example of how things should be done for the other members.

Trustworthiness: The individual in charge of the group must be able to be relied upon and trusted.

Recognizing the needs of their followers: Effective group leaders are aware of their teammates and sincerely care about their success. They want each group member to be successful and contribute to the advancement of the whole team.

TRAIT THEORY CONTROVERSIES

Early research on leadership emphasized the distinctions between leaders and followers under the presumption that those in positions of authority would exhibit more leadership qualities than those in subordinate roles.

Researchers discovered, however, that only a few characteristics might be utilized to distinguish followers from leaders. For instance, leaders frequently have excellent communication skills. In addition, leaders typically score higher on personality traits like extroversion, self-assurance, and height, though these variations are typically negligible.

The trait-based theory has glaring weaknesses. Despite claims to the contrary, great leaders don't necessarily exhibit all of the attributes that proponents claim they do.

Some have hypothesized that this might be caused by situational factors, in which leadership abilities only show when there is a need (such as in war, during a political crisis, or in the absence of leadership).

Others have adopted a situational leadership style, where specific attributes can be more or less useful depending on the circumstances. There are differing views on what such characteristics are and whether or not they can predict success.

CONCLUSION

Even while these qualities are frequently associated with effective leadership, it's crucial to remember that not all leaders have all of these qualities. A strong leader will typically possess many of these traits.

But factors in the environment also have a big impact on whether or not someone can effectively lead. Leadership effectiveness is frequently determined by how these attributes interact with the circumstances.

BEHAVIORAL THEORIES OF LEADERSHIP

Before the emergence of the behavioral theory of leadership, it was thought that leaders were “born naturally.” According to the Great Man Theory, effective leaders possess innate leadership traits from birth. It doesn’t necessarily follow that you’ll succeed as a leader if you have leadership traits from birth, such as confidence. As a result, this leadership theory received a lot of criticism. The game was altered when the behavioral theory emerged.

The 1950s Behaviorism Movement Led To The Development Of The Behavioral Approach To Leadership. There have been numerous attempts by behavior scientists to identify various behavioral patterns of leadership styles. They were able to do this by observing the actions of different leaders. According to behavioral theory, leaders’ ability to react to environmental factors determines their success. As a result, anyone may become a leader provided they learn and practice specific habits.

BEHAVIORAL THEORY OF LEADERSHIP OVERVIEW

Unlike Trait Theory, which holds that leadership abilities are fixed from birth, Behavioral Theory of Leadership considers the possibility that these abilities can be developed through practice and study. This theory is based on the premise that behaviors can be conditioned to react in a specific manner in response to stimuli through the use of reinforcement. This theory examines what leaders do by examining their behaviors in reaction to various situations, evaluating leadership performance by examining their actions and associating significant behaviors with success. This is done instead of seeking for inborn characteristics.

According to the theory's practical application, leaders' behavior influences their effectiveness, and different leadership behaviors may be suitable at certain times. The most effective leaders are flexible enough to change their behavioral style and select the appropriate style for each circumstance.

This theory holds that individuals may learn to lead through instruction and observation, and particular behavioral patterns can be recognized as leadership styles.

Benefits of Behavioral Theory of Leadership

Behavioral theory supports the importance of leadership philosophies that focus on teamwork and empathy for others. By fostering individualized needs and coordinating individual and group goals, it encourages collaborative decision-making and the growth of teams.

It supports commitment and participation in achieving organizational goals and aids managers in assessing how their management style influences their interactions with their teams.

This theory aids managers in choosing the best mix of many leadership philosophies and guides them in acting as a leader based on considerations for both people and productivity.

CRITICISM OF THE BEHAVIORAL THEORY OF LEADERSHIP

Due to the inherent limits of the trait approach to leadership, early academics turned to what leaders did and how they behaved and developed the behavioral theory of leadership when they ran out of steam in their hunt for qualities. In the 1950s and the first half of the 1960s, this method of leadership within companies grew to be the norm, although it also had its drawbacks.

The Behavioral Theory of Leadership suggests various leadership philosophies; however, not every situation will suit a given leadership philosophy. When academics put serious effort into this, their presumptions weren't supported.

While behavioral theories may aid in developing specific leadership behaviors in managers, they offer little direction as to what makes good leadership in various contexts.

There were several discrepancies and contradictions among the studies. It was impossible to pinpoint the leadership style that made one group perform better than another. As opposed to what was once believed, the styles that leaders can adopt are far more influenced by the people they work with and the environment in which they operate. Most researchers today conclude that no leadership style is appropriate for every manager in every situation.

Two Significant Behavioral Studies

The first and most significant study on leadership was conducted in 1939 by psychologist Kurt Lewin and his colleagues, who distinguished between autocratic, democratic, and laissez-faire leadership styles. Consequently, many research projects could be grouped under the behavioral approach that identified diverse leadership styles and their link with effectiveness metrics. The following three studies serve as excellent examples of the concepts in this strategy:

- Ohio State Studies
- The Michigan Studies

OHIO STATE STUDIES

A team of researchers from Ohio State questioned the prevalent trait theory of leadership in the 1940s to see whether effective leaders could be developed via instruction and experience. The Ohio State investigations concluded that people might adopt the traits of the most effective leaders. These characteristics included high-consideration conduct, in which people-oriented leaders prioritized intergroup harmony and worker wellbeing. The leadership studies defined this attribute as establishing clear expectations for staff responsibilities, procedures, and organizational objectives. The traits also included a high initiating structure.

THE MICHIGAN STUDIES

Questionnaires were utilized in the 1950s leadership studies at Michigan University to examine leadership traits. They separated them into leadership behaviors focused on the job and the employees. These classifications corresponded to the Ohio State studies: A leadership style that prioritized interpersonal harmony through delegation, mentorship, and collaborative decision-making were the most successful. Effective leaders also highly emphasize job-related duties like finishing projects and achieving organizational objectives.

You could gain a deeper grasp of the core ideas and consequences of the style/behavioral approach to leadership by carefully examining each of these studies.

In the subsequent generation of leadership research, the two Key Studies in behavioral theory from the Universities of Michigan and Ohio State rose to prominence. These investigations revealed two crucial behavioral subcategories.

Orientation toward the task: Task behaviors support goal attainment and advance the team's goals.

Orientation toward people: Relationship behaviors support team members in feeling at ease with their selves, their coworkers, and the environment in which they work.

SITUATIONAL THEORIES OF LEADERSHIP

The foundation of situational leadership theories is that the best leadership approach varies depending on the circumstance. A leader must be able to modify his style and strategy to fit various situations if he is to be most effective and successful.

For instance, some workers perform better when their leader has a more dictatorial and directive style. Others will have a better chance of success if the leader can take a back seat and rely on his team to make decisions and carry out plans without direct supervision. Similar to the previous point, not all corporate environments and industry types require the same abilities and leadership qualities. While innovation is highly valued in some industries, personal charisma and a strong client relationship are significantly more crucial in others.

Different theories that account for the situational characteristics of leadership have been developed. Each theory makes an effort to analyze how leadership might be most effective in particular circumstances. Let's examine a few of the most prominent theories.

SITUATIONAL LEADERSHIP THEORY BY HERSEY AND BLANCHARD

Most people associate and derive the phrase “situational leadership” from Paul Hersey and Ken Blanchard’s Situational Leadership Theory. According to this leadership philosophy, the leader’s leadership style and the followers’ maturity or readiness should be suitably matched.

According to the notion, there are four basic leadership styles:

Telling: An authoritative and directive approach. The group’s leader makes decisions and directs action.

Selling: The decision-maker is still the leader, but instead of just giving orders, he engages the team and tries to persuade them.

Participating: The team’s decision-making is done in collaboration with the team leader. He is more democratic and promotes and supports them.

Delegation: The team’s leader delegates decision-making authority to team members while monitoring their performance.

In addition to these four leadership styles, there are four follower maturity levels:

Level M1: Followers exhibit a lack of commitment and skill.

Level M2: Followers are highly committed but lack skill.

Level M3: Followers are highly competent but lack commitment and assurance.

Level M4: Followers exhibit great confidence, competence, and commitment levels.



The four maturity levels are M1, M2, M3, and M4, with M1 representing low competence and low commitment and M2 representing low competence and high commitment. According to Hersey and Blanchard's methodology, the secret to effective leadership is matching the right leadership approach to the corresponding personnel maturity level. Each of the four leadership philosophies is, generally speaking, suitable for the corresponding employee maturity level:

- The telling style is most effective for managing staff at the M1 level (low competence, low commitment).
- Leading employees at the M2 level respond best to the selling style (low competence, high commitment).
- Leading staff at the M3 level (high competence, low commitment/confidence) is best accomplished through participation.
- Leading personnel at the M4 level (high competence, strong commitment/confidence) works best when using a delegating style.
- Speaking style M1 corresponds to the telling style, selling style M2, participating style M3, and delegating style M4.

Finding out how mature each person becomes a crucial step in the process, and the leader must be prepared to deploy any of the four leadership philosophies as necessary.

GOLEMAN'S SITUATIONAL LEADERSHIP MODEL

Daniel Goleman has created a further situational leadership theory. His hypothesis combines the idea of emotional intelligence that he developed. He expands on that concept into six categories of situational leadership, explaining each leadership style and outlining the situations in which it is most effective and appropriate:

PACESETTING LEADER

The leader motivates team members to meet challenging standards and goals. Very motivated and skilled employees can succeed in this, but the high energy requirements and stress levels can result in burnout.

AUTHORITATIVE LEADER

The team is expected to follow the leader as he authoritatively sets the team's direction and objectives. The team members are frequently given the details to work out. This is effective when there needs to be clear direction, but it can be problematic if the team members are highly skilled and knowledgeable and may object to being told what to do.

AFFILIATIVE LEADER

A method of encouraging others and raising spirits. Instead of criticizing or reprimanding the team members, the leader encourages and praises them. The objective is to promote belongingness, connection, and team bonding. This strategy works best when trust needs to be re-established or when there has been trauma or stress. As a long-term or only plan, it is unlikely to be adequate.

COACHING LEADER

The leader concentrates on assisting each employee in enhancing their abilities. When staff members are open to advice and willing to learn about their shortcomings and areas for improvement, this strategy works well.

DEMOCRATIC LEADER

By asking for their input and giving them a say in the decision, the leader consciously incorporates the group in the decision-making process. This works effectively when the boss needs direction, the team members have a lot to offer, and there aren't any pressing deadlines that force hasty judgments.

COERCIVE LEADER

The leader assumes ultimate power, requires instant adherence to instructions, and may even use pressure when necessary. This may be appropriate in times of crisis or calamity, but it is not recommended in normal circumstances.

NORMATIVE DECISION THEORY

The Normative Decision Theory by Vroom and Yetton is the last theory we shall examine. This approach is meant to guide when deciding how much time and input from the group should be dedicated to a particular decision. In this regard, a leader has a variety of choices at his disposal:

- He is capable of coming to a choice all by himself.
- He can use the team members' knowledge to inform his decisions.
- Before deciding, he can speak with each team member individually and get their input.
- Before choosing, he can get input from the team as a whole.
- He can confer with the team and let them decide together.

A methodology developed by Victor Vroom and Phillip Yetton aids leaders in determining when to apply each strategy.

The model guides decision-makers through a series of questions concerning the choice, and the answers point them toward the advised course of action. The questions center on a few crucial elements:

- Is decision quality a key factor?
- Does the decision-maker have enough information to make it?
- Is it crucial that team members accept the outcome?
- If the team leader chooses alone, will the team members likely accept it? What if he succeeds with their advice?
- Do the objectives of the team members and those of the leader and organization align?
- Is the issue well-organized and simple to analyze?
- Do team members possess extensive knowledge of the issue at hand?
- Do team members possess a high level of proficiency in cooperating as a unit?

The leader is tasked not only to choose well but also decide who makes the decisions. Including others in the decision-making process is sometimes the best option.

DIFFERENT LEADERSHIP STRATEGIES AND WHEN TO USE THEM

Which of the following would you want your boss to say?
It's either my way or the highway.

Do as you, please.

Most likely somewhere around the middle, right? The amount of authority and power a leader has with their followers might be one of several variables that affect leadership styles.

In addition, certain circumstances necessitate different responses. Leadership styles are usually combined rather than employed separately.

Let's examine the various leadership styles and when to employ them in more detail.

1. THE VISIONARY LEADER

Momentum toward a common vision is created by visionary leadership. This approach focuses on directing your team toward their North Star.

Key elements: Encouragement of creativity, exploration, and action

When to use: When the need for direction becomes incredibly urgent, use this approach.

Importance: Lack of motivation and disengagement among employees are frequently caused by unclear direction.

Teams that have lost focus on their objectives can be reshaped and given a better sense of where they need to go next with the aid of visionary leadership.

2. THE COACHING LEADER

Coaching leaders use a coaching approach to assist their employees in developing their skill set and encouraging them to highlight their strengths by living out their potential. Being a coach entails assisting people in growing into their roles and feeling challenged and supported.

Key elements: encourages improvement and confidence.

When should you use it: As work becomes more complex, especially in growing teams, your team will require more than clear Objectives. They will require your encouragement to develop their talents and abilities so that they can get confidence in their capacity to perform.

Importance: A great manager and leader seek for balance in order to avoid micromanaging. Make the necessary tools and resources available for employees to feel prepared for success. This method also assists you in developing strong bonds with your teams.

3. THE TRANSFORMATIONAL LEADER

The transformational leadership style challenges the status quo, inspires others to change, and calls them to action. This is often a highly task-oriented leadership style, focusing on the required results rather than people's feelings.

The transformational leader often communicates strategies for change and then provides feedback on how things are going.

Leaders using this style don't just take responsibility for their actions but also seek to shape organizational culture and develop new policies that support their goals.

Key element: Inspiring others to change.

When to use it: If you are ready to inspire a team who is otherwise reluctant to move forward or make changes, the transformational leadership style is the right choice for you. Importance: This leadership style demands a lot of you personally. It can be hard on your nerves, but if it works, it can lead your team in unimaginable directions and produce new outcomes.

4. THE SERVANT LEADER

The servant leader provides the needs of others, understanding that this is the best way to get everything they want. They can motivate those who need a boost while also being efficient and yielding the best results. This leadership style can be applied when conflicts between team members or in highly complex situations requiring high diplomatic skills.

Key element: Passion.

When to apply it: This is a good fit for teams that need leadership that recognizes their needs and those of others.

5. THE AUTHENTIC LEADER.

Authentic leaders always ask hard questions, tell the truth, and live their values. This personality type makes a genuine difference to employees, understanding that they are doing the right thing and that their value is more important than any personal outcome.

Authentic leaders don't rely on pleasant criteria like feelings or popularity to measure success but rather concentrate on what they believe. They recognize that power comes from vision and direction that inspires others to join them in their vision.

Key element: People orientation.

When to apply it: This style can be applied when your team needs more authority, though that is not enough. Importance: The authentic leader model requires courage and acting according to your principles and values.

6. THE STRATEGIC LEADER.

The strategic leader develops a best-in-class strategy for a particular process, finally realizing their customers' vision. This type of leader has high personal integrity and a strong ethical code.

There is no sense of compromise, nor should there be. A strategic leader building a strong team doesn't await others' opinions or tell them what they want to hear. They get straight to work on their agendas and have enough confidence in themselves to know that they do what they do very well.

Key element: Highly developed strategy.

When to apply it: This style is best suited for teams that appreciate a strong leader who knows exactly what they want to do and how they want to do it. Importance: You won't make the strategic first move unless you are confident about your abilities. You will also have to act in accordance with your values and principles, as well as earn the respect of others.

7. THE COLLABORATIVE LEADER.

The collaborative leader can build strong working relationships with others within their teams and interests. This leadership style develops team members' emotional intelligence, encouraging them to explore the creative side of their passion and discover more about themselves.

This leadership model is about making people feel important and being a trustworthy source of advice, communication, and support. Leaders in this category are respected because they are clear on what they want to achieve and empathetic towards those who disagree.

Key element: Empathy.

When to apply it: This style is a good fit for teams that need bonding and an environment where people feel safe to bring their true selves out. Importance: When you want to get the best out of people, you can practice this leadership style as much as you wish.

8. THE ETHICAL LEADER.

An ethical leader is a firm believer in practicing what they preach. They understand the importance of values and morals in their team members' lives. They understand that everyone has different needs and respect everyone's right to choose how they want to live.

Ethical leaders encourage team members to innovate and increase their performance while teaching them the value of following rules, laws, and codes of conduct.

Key elements: Honesty and integrity.

When to apply it: This style is best suited for teams who want a leader who will focus on their well-being and performance. Importance: It's not enough to follow the rules and laws; you'll have to be a role model and emphasize the importance of your message.

9. THE AGILE LEADER.

The agile leader focuses on the immediacy of the moment. They are often very confident and have strong self-esteem, but they are not arrogant. They navigate different situations easily, showing their commitment to excellence. They always speak up in meetings, know their limitations, and don't get too confident. These leaders know what others think of them is important, but they must also deliver exceptional results.

Key element: Confidence.

When to apply it: This style is suited for teams that need a leader who will be consistent, timely, and professional. Importance: Leaders with this style must be assertive to deliver results; don't break the rules, but don't overdo them.

10. THE LEADER-MEMBER EXCHANGE LEADERS.

The leader-member exchange leaders are confident in their abilities and aware of their limits and limitations. This leadership style can be applied when a team needs a new perspective to reach its goals.

They take the time to understand how others think and act, being very patient with other team members. Their goal is to help them see the big picture and build trust.

Key element: Team involvement.

When to apply it: This model is best suited for teams that need more flexibility to accomplish more than they thought possible.

11. THE CULTURAL INTELLIGENT LEADER

This style is one of the best for building communities and developing teams. Cultural intelligent leaders understand that getting to know their team members is the best way to build relationships and understanding.

They try to apply optimum solutions for individuals and groups, acting with high cultural intelligence.

Key element: Team collaboration and flexibility.

When to apply it: This model works best with teams who appreciate the value of teamwork but also need consistency and reliability.

12. THE EMOTIONALLY INTELLIGENT LEADER

An emotionally intelligent leader can understand a team's needs and offer everyone the necessary resources. This leadership is a good fit for teams impacted by emotions and therefore need more stability.

They can identify alarm signals and know how to get out of a negative cycle. They can work on relationships and have an eye for building them.

Key element: Team cohesion and trust.

When to apply it: This model works very well with teams that need more communication and teamwork to reach their goals.

13. THE TRANSACTIONAL LEADER

The transactional leader can be very efficient with money and understand time's value. They can focus on what they get done and the results they produce and not be concerned with money.

This leadership style may be applied when you need more professionalism, but it doesn't matter if the leader cannot build strong relationships with their team members.

Key element: Professionalism.

When to apply it: This is a good style when you want results and deadlines met, regardless of how your team feels about the leader.

14. THE ADAPTIVE LEADER.

The adaptive leader can respond effectively in complex situations. They understand that responding to change is the biggest challenge of management. This leadership style can be applied when a team needs a leader who can handle unpredictable situations and change priorities.

Key elements: Flexibility and adaptability.

When to apply it: This leadership style works very well in teams that need more influence from their leaders and the ability to think on the spot.

DEVELOPING A LEADERSHIP DEVELOPMENT PLAN

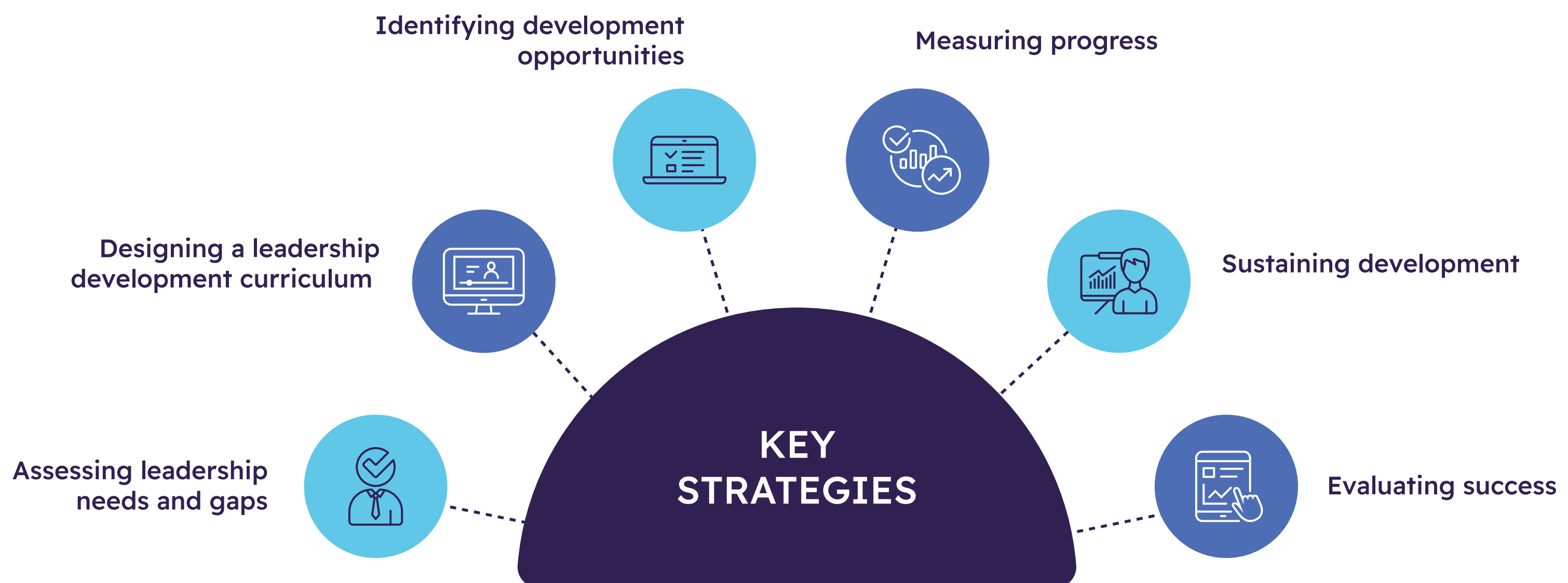
Leadership training isn't just for aspiring managers and CEOs. Whatever their position, everyone should make an effort to get better at it to become a better leader. Incorporating leadership development into daily work and responsibilities is crucial since failing to do so will cause you to lose followers to those who do. Leadership development is not some lofty ambition either.

To continue growing as leaders, it is also something that leaders need to regularly assess and improve. What is your current strategy for leadership development? Does the one that is currently in place meet your needs and skill levels? Or do you feel the need to start from scratch? Every leader must build their growth strategy, one that is completely individualized to meet their unique needs, to address these questions.

There are some broad principles that should serve as the basis for developing a leadership development plan, even if each leader will have different development needs. The actions needed to be taken are:

1. Assessing leadership needs and gaps
2. Designing a leadership development curriculum
3. Identifying development opportunities
4. Measuring progress
5. Sustaining development
6. Evaluating success

LEADERSHIP DEVELOPMENT PLAN



STEP 1: ASSESSING LEADERSHIP NEEDS AND GAPS

This step should always start with assessing where you are, your skills, and what you need to develop further.

What are your current leadership abilities? Where do they currently stand? Are your needs greater than what you currently have, or are there gaps that need to be closed? Assume you are a middle manager who has been in the position for four years. You have succeeded with my team and have always been considered a strong leader by my peers and managers. You've been given all the resources you needed to get the job done and promoted. But now, after being in this role for four years, you want to develop further before being promoted again. So where do you begin?

At first glance, it would seem that you don't need the extra development because maybe your strengths exceed what is required to move up again. But if you delve deeper, perhaps you are struggling in some areas, and your leadership ability is not as strong as you initially thought.

So how do you get to this point of self-discovery? The best way is to ask for feedback from others.

Asking for feedback can be intimidating for many, but you mustn't hesitate to ask others to review your performance.

You need someone to evaluate you accurately so that you can make the necessary changes needed for improvement. So how do you ask for feedback? It's a little more complex than asking for a 'grading,' but it's important that you make an effort and that you get this done quickly.

If you are in an office environment, it's best to ask your manager first. Your peers are good sources to talk to if you are in a more open environment, e.g., through social media. What you want to do is ask for feedback on your leadership ability, strengths, and weaknesses. You can ask your manager or peers for honest feedback to know what's not working well and what you can improve.

STEP 2: DEVELOPING A LEADERSHIP DEVELOPMENT CURRICULUM

Developing a curriculum is a very simple process, but one that is important to develop leaders who will stay in the role for the future. It's about developing leadership skills and knowledge you can impart to your team members.

The curriculum should be developed using an objective-based approach rather than simply following instructions and procedures. This will help leaders to develop goals and objectives for themselves. Deciding what you want to be able to do in your role is important, just as much as looking at what you want to improve on.

A curriculum should also include specific outcomes that are measurable and assessable, like the kind that a school would use. These should be achievable goals that will help in the development of your leadership skills.

STEP 3: IDENTIFYING DEVELOPMENT OPPORTUNITIES

Once you've developed a curriculum, you must look at the opportunities to develop within your organization. This could include attending conferences, workshops, and seminars. It could also include peer coaching and mentoring, which are essential in the development process.

There are many places where you can learn from others within your organization and outside it, so be sure to look out for these, and don't be afraid to ask if someone new or different is available.

STEP 4: MEASURING PROGRESS

The final step in your development plan is to measure your progress. How will you know whether or not you are making progress? What key indicators can you use to check if you're progressing on what you want to improve?

The first person to take the lead in measuring progress will be the leader themselves or their manager. A leadership development plan should be personal, so as soon as they begin taking steps towards it, they can measure their success and improvement.

However, suppose leaders do want assistance to assist with the process of measuring their progress. In that case, they should be confident enough to ask others to help them. Leaders unable or unwilling to measure their progress may need to start by working with a sponsor, who will be able to measure progress for them and give them feedback. However, you must take control of measuring your progress as soon as possible.

STEP 5: SUSTAINING LEADERSHIP DEVELOPMENT

Once you have developed your leadership skills, it's important to work out how to sustain your development. How do you keep the development going?

To do this, leaders should take time out from their day-to-day responsibilities to focus on their leadership, but they should never stop working to do so. Leaders who can give themselves a break every other month or so and focus on their leadership qualities will more likely sustain themselves through the development process.

If you find yourself stuck in your leadership development plan, you'll want to take some time out to reflect on what's not working and how you can develop your skills further. The best way of doing this is to break each day down into small chunks and focus on one thing at a time. This will help you to get through the process rather than feeling overwhelmed by the enormity of it all.

STEP 6: TESTING YOUR LEADERSHIP DEVELOPMENT

Once you've worked on developing leadership skills and put them into practice, leaders must test their new skills and understand how they have progressed.

As leaders, it is important to regularly review the steps taken and ensure that success has been achieved. It's also important to ensure that results are measured so you can determine where improvement can be made. It may be that leaders will want to continue focusing on the same leadership qualities they wanted to develop in the first place, or they may want to focus on something different.

STEP 7: MAINTAINING YOUR LEADERSHIP DEVELOPMENT

For the best results and most successful development process, leaders must maintain their leadership skills and upkeep their development plan. They must continue improving upon what they have already achieved and developing as leaders over a long period.

By reviewing their progress regularly, leaders can work out where they need to improve and how best to do it. Leaders must be willing to take the time to review their leadership skills every six months to ensure that they can continue improving.

CONCLUSION

The ability of leaders who have developed their leadership qualities greatly impacts the success and performance of those around them. It is an essential part of any business and will help it perform better over the long term. For this reason, leaders need to consider those under their leadership who need to develop their skills. How can you help them to improve? By developing yourself as a leader, you have a greater chance of success because of your improved performance and development.

You'll also be able to help others to develop their leadership skills and make sure that they get the support that they need for them to improve.

A good Leadership Development Plan should include measurable, achievable, and important steps. It should also help you develop your leadership skills over a long period by giving you regular breaks and allowing you to focus on your development.

By taking the approach outlined above, leaders can create a plan for their development and ensure that they can improve over a long period. They may want to develop many leadership qualities at once, but focusing on one at a time is important.

DEVELOPING A LEADERSHIP BRAND

What your leadership stands for is encapsulated in your leadership brand. It contains your priorities and values. Your commitments to your objectives and your strategies for achieving them can be deduced from these. Your leadership brand encapsulates what you will do and how you will do it. It outlines your goals for both you and your group. A personal leadership brand is crucial since it aids in understanding and recognizing you. People can predict your priorities and form expectations of you based on your brand and the circumstances. The leadership image you want the world to know is your leadership brand. It's the image you present to individuals close to you, including the general public, clients, and workers. It takes time and work to develop and sustain a personal leadership brand over the long term, but the effort is well worth it. Spend time developing a visual brand and voice that accurately represents your leadership style before you begin. This entails considering your unique selling points and emphasizing them in your branding campaigns. Work on building your brand across various platforms so that anyone who encounters it or hears about it may see or hear why you're the ideal candidate.

WHY CREATE YOUR LEADERSHIP BRAND?

BE UNIQUE IN THE CROWD

One explanation is that today's complex and fast-paced world needs them to stand out from the crowd. You can accomplish it with the use of a personal leadership brand. It creates credibility and sets expectations for what you will deliver. Additionally, building a strong personal leadership brand might help you advance professionally.

With your leadership brand, you can set yourself out from the competitors. This is your chance to express your leadership style, what makes you special, and your top priorities. Doing this may draw in great talent, keep it, and establish solid connections with partners and important clients. Above all else, set yourself out from the competition.

DISPLAY YOUR TRUE SELF TO THE WORLD

People want to know who you are and what your priorities are when they see or hear about you. You can express yourself authentically with a personal leadership brand representing your principles and personality. This can be a huge advantage in both professional and interpersonal interactions. Even if they don't always agree with you, people will respect you for being loyal to who you are! It should reflect your ideals, views, and professional life. Regardless of your history or experience, this will help people see you as a genuine person who can be a source of knowledge and guidance.

BUILD CREDIBILITY AND TRUST

Establishing credibility and trust is the first step in creating and maintaining a personal leadership brand. People will look to your brand when deciding who to work with, how to respond to you when you're in trouble, or who to consult for assistance. As a result, your branding initiatives must reflect the values and concepts you uphold, such as coaching, philanthropy, superior customer service, or company honesty. People look to leaders for direction and guidance during uncertain times. This is especially true when making crucial choices, whether they pertain to big changes in one's work or way of life. A strong personal leadership brand positions you in a powerful position because people trust leaders to act in their best interests.

SUPPORT YOUR PROFESSIONAL GOALS

You can accomplish your objectives with a powerful personal leadership brand. Attracting and retaining top talent is facilitated by standing out from the crowd. Additionally, a strong brand enables you to forge closer bonds with customers and business partners, which is essential for achieving ambitious goals. You might inspire others to do the same by eloquently expressing your ideas and principles. Your chances of getting additional work prospects increase if your brand portrays your leadership abilities as flawless. As a result, you are presented with fresh options to advance your career.

HOW CAN YOU CREATE YOUR OWN LEADERSHIP BRAND?

Undoubtedly, a leader's role is one of the most important in any organization. And a great deal of accountability follows from that. You need to build a powerful personal leadership brand if you want to succeed. Here are five easy steps to get you started:

1. DETERMINE YOUR CURRENT BRAND

You must first ascertain the type of leadership brand you currently possess. You can achieve this by paying close attention to how others see you. Pay close attention to whether people have nice or bad things to say about you. You can begin expanding on your present brand once you've identified it. You'll learn about the values that are associated with you, the expectations that people have of you, and the expectations that people have of your ambitions. This might help gauge how close or far you are to the brand you want to build.

2. DETERMINE YOUR CORE VALUES.

It's time to determine your core principles once you have a handle on your brand. These characteristics describe who you are and your values on a professional and personal level. They

should be principles you deeply respect and desire to live by regardless of the circumstances or scenario. Your leadership brand is built on your basic principles. The next stage is to express your basic values. It's critical to consistently communicate your fundamental values once you've determined them. This entails addressing them both directly and indirectly via your actions and choices. Make certain that everyone on your team and in your business knows these standards and that they count on you to follow them.

3. DETERMINE POTENTIAL IMPROVEMENT AREAS THROUGH FEEDBACK

Once you've determined your key principles and shared them with your team, it's time to solicit feedback. This entails giving serious attention to what others have to say about your behavior concerning those values. Make sure you seek out constructive criticism and take corrective action as necessary. The maintenance of a good leadership brand requires feedback. Be receptive to feedback and adjust as necessary. By doing this, you'll build a reputation as a leader who is both self-aware and outgoing.

4. MAKE AN IMPRESSION WITH YOUR WORK

It's crucial to work on closing any gaps that may occur while expressing your basic principles and soliciting comments. To have an influence and create value entails strengthening your knowledge and skills in your weak areas. To develop as a leader, be open to learning new things inside and outside your organization. Living your values is perhaps the most important component of a good leadership brand. This entails leading by example in both your words and deeds. Make sure to set an example for people in your business by acting with empathy and compassion under trying circumstances or by acting professionally at all times.

5. DRAFT A STATEMENT OF YOUR BRAND

The person behind a leadership brand is its most important component. What drive you, and what are your objectives? What impression do you want to make on people? Make sure that others can grasp who you are by defining your branding statement. It will be simpler for people to trust and relate to what you have to say if they know who they are dealing with when they come across your name or your work. A brief, straightforward introduction that defines your identity and describes your principles and objectives might serve as your branding statement. A personal branding statement for an HR professional can read, for instance, I help teams create deep connections that enable high productivity.

The process of building your leadership brand is an ongoing one that begins with identifying your key principles, sharing them with your team, soliciting input, and then trying to close any gaps as you go.

CONCLUSION

To succeed as a leader, one must have a strong leadership brand. The cycle of creating and maintaining a strong brand can be started by outlining your values and sharing them with your staff. Build your leadership brand with these five easy actions to set yourself apart from today's competition. Establishing a distinctive personal leadership brand among your peers as a leader is critical.

LEVERAGING ARTIFICIAL INTELLIGENCE IN LEADERSHIP

The world is evolving, and artificial intelligence is influencing more facets of our daily life. It's a ground-breaking innovation with the power to fundamentally alter leadership in the future. Artificial intelligence: What is it? Simply defined, artificial intelligence (AI) gives machines the ability to think like people, enabling them to make decisions based on massive amounts of data, just like we do every day.

Artificial intelligence has advanced significantly as a resource for making educated judgments and predicting trends. AI is being used for more and more decision-making processes in the corporate world as it develops and advances. Indeed, according to the Glassdoor 2010 Survey, almost half of the CEOs have boosted their usage of AI in recent years.

While implementing artificial intelligence and understanding it can be challenging, more and more business executives are finding innovative ways to use this new technology to make their organizations smarter—and better—than they've ever been. If you understand how artificial intelligence is used now and how it will be used in the future, you can use it as a powerful new tool to help your organization grow.

This section examines how business leaders use artificial intelligence for trend forecasting, moral decision-making, and daily knowledge base improvement.

Making better decisions and avoiding costly errors are two areas where artificial intelligence is especially helpful. Today, forecasting trends are one of the most common uses of artificial intelligence techniques.

Although it can be frightening to consider trying to anticipate the future, AI is what corporations do. Data scientists can utilize statistical algorithms to identify probable trends and patterns in consumer behavior by accumulating enormous volumes of data from previous sales statistics and market research. The term for this is data mining.

Massive data sets can be mined for patterns and trends using artificial intelligence. Businesses will be better equipped to make knowledgeable decisions in advance of events by using these patterns to predict future trends, reducing risk and lowering the likelihood of costly mistakes. Remember that what is likely to happen is not always what will happen when making future predictions. But precisely here is where artificial intelligence outperforms human beings.

Artificial intelligence can help business leaders remain ahead of the curve and foresee changes in consumer behavior throughout their industry by forecasting trends. As a result, they can make better judgments for their company and, ultimately, result in more earnings.

The future of business may involve artificial intelligence, but you should take advantage of it immediately.

Artificial intelligence, sometimes called “machine learning,” is growing quickly in many industries because it has many uses. There are various approaches to improve marketing campaigns and boost AI productivity, from rearranging administrative tasks to doing so.

Although commercial adoption of AI is still in its infancy, you can discover that it gives you a considerable edge when you seek methods to integrate it within your organization.

Below are few ways for your business to use artificial intelligence (AI) as a technology service provider and subject matter expert (SME):

1. LEARNING AND DEVELOPMENT

You can train more people and enhance their learning experiences with AI. AI evaluations and training can rapidly identify and close knowledge gaps (i.e., turning downtime into productive learning time). Your team will be better prepared and more assured in their ability to do their duties. As time goes on, you will observe how an individual within the company develops and flourishes, inspiring additional people to seize this learning opportunity.

2. AUTOMATED DECISION MAKING

The secret to a successful AI implementation is building credibility. AI expedites decision-making based on predetermined criteria and can save your executive team a lot of time. For instance, an AI chatbot can complete the initial conversation process and discover a filtered list if you do not have time to respond to every request from your website. Thanks to this, you'll be able to effectively concentrate on the most qualified leads.

3. RECOGNITION OF PATTERNS

Recognizing patterns within organized data improves data analysis. AIs can improve the effectiveness and efficiency of this process by evaluating things like system traffic data, CRM data, etc. Many business models and industries depend on critical and classified business data analysis outcomes to succeed.

4. VIRTUAL SUPPORT

All business owners require virtual assistance at work, much as Alexa, Siri, and Google are now acting as assistants in people's daily lives. Virtual assistants dominate e-commerce platforms in terms of transactions and sales in addition to conversing with home appliances. For instance, Amazon has made Alexa a part of their platform, which allows customers to conduct product searches and make purchases.

5. SENTIMENT ANALYSIS ON SOCIAL MEDIA

The Social Media Listening tool selects and connects brand and product references for you. Sentiment analysis reveals input from your target market and whether they have a favorable, unfavorable, or neutral opinion of your good or service. Consider the effect this will have on managing public relations (PR). You will be able to evaluate crucial information quickly and take action to address any significant risks or hazards almost immediately. Sentiment analysis is a key area where AI can assist businesses and sectors across the board to succeed in marketing and sales.

LEADING REMOTE TEAMS

Managing a remote staff has become the standard for many managers and business owners. While working remotely can be just as productive and satisfying as working with your team in person, it could necessitate using certain distinct management techniques.

In an office setting, trust and companionship between coworkers are frequently developed or strengthened through natural “watercooler” style encounters. When working remotely, those interactions are less likely to develop naturally; therefore, you might consider cultivating these bonds with your colleagues.

These suggestions may be useful whether you’re an expert in team building, searching for fresh approaches to motivate your remote workers, or recruiting a remote workforce for the first time.

BUILDING TRUST AND CONNECTION WITH REMOTE TEAMS

Trusting one another is crucial when a team works remotely and independently.

If you’re in charge, this can entail having faith in your team members to complete tasks and fulfill deadlines even when you can’t see them doing it. Others define trust as the conviction that your coworkers are working earnestly toward common objectives, just as you are.

Without this trust, conflict may arise. When there is a lack of trust, some team members could feel overworked while others feel excluded. Productivity and output may deteriorate over time. Fortunately, this friction can be reduced or eliminated. You may build a solid and reliable team by paying attention to each of the 12 suggestions listed below.

12 TIPS FOR INCREASING TRUST AMONG YOUR REMOTE WORKFORCE

You may create a remote workplace with high trust by using the following suggestions. Your remote team's productivity and efficiency can be increased, and burnout can be decreased by actively working to build trust among the members.

1. BE TRUSTWORTHY, OPEN-MINDED, AND QUICK TO RESPOND

You must live out the ideals you want your coworkers in your remote team to possess. One of the most crucial things you can do to establish trust is to be open and honest. Your example of these qualities motivates team members to follow suit.

Working relationships are built on a solid foundation thanks to these constructive practices. Let your team members know that you value their opinions despite your occasional disagreements. Remind team members that you value their direct and open communication while holding them responsible for their work.

Be dependable and receptive as well. Working remotely might occasionally feel lonely. Regularly check in to see how your team members are doing and let them know when you're available to help with any questions or concerns they may have about the workplace.

2. ARRANGE ROUTINE TEAM MEETINGS

Building transparency can also be achieved by establishing regular team meetings. Without regular meetings, team members could lose focus on the project's objectives or be unsure of who to ask questions to.

Find the ideal meeting cadence for your team. Some teams may discover that they function best with brief daily meetings lasting no longer than 15 minutes due to the continuously changing project requirements.

Weekly or even monthly meetings may be appropriate for teams working on longer-term projects.

If any team members work asynchronously, it's a good idea to record your virtual meetings. This feature is included in every enterprise-grade video conferencing program, including Microsoft Teams and Google Meet.

3. ESTABLISH EXPECTATIONS

Another crucial aspect of openness is setting clear expectations for your staff. Inform new team members of your expectations for work hours, abilities, growth, communication, and other factors when joining. Here, it's important to be precise without being overly formal. Team members could be told, for instance, that they must work from, say, 9 am to 5 pm in your time zone, rather than that they must:

- Work for 8 hours each day
- Schedule A daily overlapping period of 3 hours with a certain time zone
- Attend a weekly meeting as arranged.

Doing this makes it clear that you need a certain amount of contact, but you also give your team members more freedom to manage their work schedules. Too high of expectations might make team members feel micromanaged, which is bad for trust-building.

4. ESTABLISH PRECISE OBJECTIVES AND TARGETS

It's crucial to clearly define goals and objectives for particular initiatives and articulate general job requirements. Setting goals and monitoring progress prepare your team for success. Everyone will be aware of their and their coworkers' roles, which is essential for fostering trust.

There are many different ways you can define objectives for your team. A smart place to start is frequently with the SMART goals framework.

A Smart goal is:

Specific: What specifically should your team achieve? Who is accountable?

How will you measure success in achieving the goal?

Achievable: Can your team realistically achieve this objective given the resources at their disposal?

Relevant: How is this objective relevant to your work? Why do you strive for it?

Time-Bound: What is the deadline for achieving the objective?

Some team members could be uncertain about their duties or question their coworkers' work without defined goals and objectives. This misunderstanding could erode trust over time. You can strengthen everyone's purpose and give your team more clarity by tracking goals and demonstrating how everyone's progress fits into a larger picture.

Don't forget to set goals with your team. You may keep developing solid and reliable relationships by obtaining the contributions and buy-in of every team member.

5. ESTABLISH ROLES FOR THE TEAM AND PROMOTE ACCOUNTABILITY

Once your team's objectives have been defined and communicated, it is important to be clear about everyone's unique duties. Outlining each person's job is simple with the help of the DACI and RACI frameworks.

Each participant in a project or endeavor to achieve a goal is given a distinct role when employing DACI and RACI, as shown below:

DACI

Driver: Who will lead the group in making a choice?

Approver: Who is in charge?

Contributor: Who is a contributor to the work?

Informed: Who should be kept informed but isn't personally involved?

RACI

Responsible: Who is in charge of the development?

Accountable: Who will you rely on to do the task?

Consulted: Who will be required to provide feedback on the project's progress and deliverables?

Informed: Who should be kept informed but isn't personally involved?

You might find that some team members believe they're working too much if roles and duties aren't clearly defined. Even when it's not true, they can believe that their coworkers are working less. Unfortunately, this misunderstanding may cause a lack of trust.

Everyone is helped to understand their roles and those of their coworkers by the DACI and RACI frameworks. Teams know who to approach for various action items because of this clarity, which encourages accountability and trust.

6. PROMOTE CONSISTENCY

By promoting consistency, you may strengthen trust across virtual teams. You can do this by:

- Monitoring hours worked and distributing the workload
- Ensuring everyone on the team has the resources they need to carry out their duties includes working with them to establish personal goals and monitor progress.
- Promoting peer-to-peer feedback
- Acknowledging a job well done

You can aid team members in becoming more acclimated to their jobs and duties by having a consistent workflow and practices. Remote team members might not always agree on goals without consistency. They might also have issues with responsibility.

7. MAKE TEAMWORK TOOLS AVAILABLE

Tools for collaboration are necessary for reliable, fruitful remote work. These tools make it simple to maintain communication between team members and frequently decrease the need for meetings.

Although each team will require a different set of collaboration tools, it's a good idea to start with the following:

- Slack or Discord- chat applications
- Software for video conferences like Skype or Zoom

- Cloud services like Google Drive and file sharing
- Applications for project management like Hive or Monday.com

Without a specific set of tools for collaboration, team members frequently fall back on various channels they are already familiar with from previous employment. This can occasionally result in teammates being accidentally left out of the loop, making communication difficult and cluttered. You can maintain your team's trust and remote collaboration by coordinating workflow and communication.

8. ASSIST TEAM MEMBERS IN DEVELOPING TIES

Collaboration tools can also be used to strengthen teamwork among participants. Colleagues' confidence in one another's skills will increase as they come to know one another better. Get going with some of these ideas:

- Plan monthly video call social gatherings, such as coffee or happy hour. This is something that the Upwork content team always enjoys doing.
- Assign a “buddy” to each new team member so they may learn the ropes and ask questions.
- Use Slack-compatible apps like Donut to pair up team members for one-on-one conversations.

Everyone can easily stay in their little bubble if connections aren't made proactively to link remote team members. Without a solid basis for a human relationship, establishing trust is challenging.

9. ENCOURAGE PEER-TO-PEER EVALUATIONS

Peer-to-peer (P2P) input can be valued in your remote team culture as members grow to know one another better. There are various methods for doing this.

Some team captains make use of a template for peer-to-peer feedback. To help everyone through the feedback process, they regularly provide this form to their team members. Some team leaders would rather instruct their members on how to offer and accept constructive feedback. For instance, it could be beneficial to have project drivers provide contributors with P2P feedback.

P2P feedback is not the same as a manager-led annual review. It's an opportunity for team members to constantly realign and enhance their collaboration. Receiving feedback from a close colleague soon after a project is completed is frequently more focused and useful than waiting until the end of the year to receive a performance assessment.

10. PAY ATTENTION TO TEAM OUTPUT AND RECOGNIZE ACHIEVEMENTS

By showcasing how successfully your team collaborates, you might be able to aid in the development of trust. Tracking key performance indicators (KPIs), project progress, and outcomes allow you to recognize your team when:

- Direct collaboration leads to increased productivity and improved project investment returns.
- Significant accomplishments made possible through teamwork Examples of compliments or praise from other offices, executives, or clients

Teams may be less likely to go to their coworkers for collaboration chances if they never see how working together increases the company's output and performance. Their reliance on one another should increase as your team members realize how better they can work together.

11. AVOID MICROMANAGING YOUR TEAM

Be careful not to micromanage your employees. When you're used to working close to your colleagues at the office, staying out of day-to-day activities can be challenging to grasp at first. However, micromanaging behaviors could result in a lack of confidence in your team member's abilities and work ethics when working remotely.

You could accidentally be micromanaging your team if you observe yourself engaging in any of the following:

- When you hesitate to delegate essential work to team members, you prefer that they email you the copy, and you feel like your schedule is full of one-on-one meetings.
- Despite excellent productivity and output, you may wonder if your team is working nonstop.
- Colleagues observe that your team looks to be highly dependent on you, and you have difficulty getting your team to concentrate on the larger picture.
- Although you have people you might or should rely on for support, you feel overwhelmed and pressured.

Over time, micromanagement can cause conflict between team members and team leaders, making it challenging to forge stronger relationships of trust.

12. ENCOURAGE A POSITIVE WORK-LIFE BALANCE

Lastly, demonstrating your support for your team's maintenance of a healthy work-life balance is one of the finest methods to earn their trust. You might do things like:

- Supporting your team should they need to rearrange their schedules due to a personal or professional appointment
- Urging your team to take advantage of their vacation time throughout the year
- Not needing communication via email or phone after hours (except in special, occasional circumstances)
- Collaborating with your business to provide tools for the health and well-being of team members
- Creating a backup mechanism so that the team knows who to turn on for certain needs when one person is gone from the office
- Requesting team members to arrange emails and messages in group communication tools for distribution during regular business hours while they are working beyond hours

You can record increased levels of burnout and turnover if your staff struggles to keep a work-life balance or feels unsupported in doing so. But if they feel trusted and supported, they'll probably continue to be more motivated and involved in their work.

COMMUNICATING AND COLLABORATING EFFECTIVELY WITH REMOTE TEAMS

Finding it challenging to work with a remote team? It's not just you.

According to Harvard Business School research, almost 40% of managers lack confidence in their capacity to lead and coordinate their remote workforce. According to Buffer's research, most workers (almost 20%) cite teamwork and communication as the most challenging aspects of working from home.

It is logical.

In the past, staff members would discuss ideas in the break room. To get a response, they dropped by the boss' office. Together, coworkers informally brainstormed their way to the next brilliant concept.

Nowadays, distances between people are increased by walls and buildings. Teams also struggle to work together as well as they formerly did.

“Why do remote teams require new forms of collaboration? What is lacking from our conference calls, emails, texts, and other digital communications? According to experts, body language is important. These misunderstandings “generate a cost-effective anxiety that affects morale, engagement, productivity, and innovation.”

Therefore, as long as they continue to work remotely on a full- or part-time basis, HR leaders and front-line managers must assist employees in collaborating more successfully. Seven top strategies for improved cooperation and communication are listed below:

CREATE COMMUNICATION STANDARDS

Remote workers must communicate effectively if they are to work together more effectively. To make it happen, establish expectations and conventions.

Teams must decide which channel(s) they'll use the most, such as Slack, Google Docs, or Workplace from Facebook. Establish rules for when to send messages and when to anticipate responses.

Teams might also create channels dedicated to particular activities, projects, or topics. Then, only those who must work together are involved. Not everyone is overloaded with messaging.

You might want to compile a lexicon of everyday words for the entire company.

SET “MILESTONE” AND “SPRINT” GOALS.

When workers work for the same objective, they work together more successfully to achieve it.

Teams can do this by setting Weekly Sprint and Monthly Milestone objectives. Teams decide on a broad objective for the month, outlining the results they hope to achieve.

After projects are divided into weekly (or biweekly) sprints, team members can specify their priorities and arrange a time to work together or with the supervisor.

ESTABLISH REGULAR MEETINGS.

Schedule weekly video collaboration time for the team. Do it ideally simultaneously and on a schedule. Everyone will be able to prepare what they need to say and know in advance in this manner. You also avoid wasting time by talking in circles. For instance, you can hold “15-minute Huddles” daily and discuss everyone’s goals, the resources they will need to achieve them, and any obstacles they may face.

You can also have a “Sprint” planning meeting to prepare or modify for the coming week. Additionally, before they break down the assignments, you can have a “Story Time” meeting to review forthcoming work, clarify expectations, and ask questions.

But keep in mind: It’s crucial to set a reasonable cadence for video conferences. However, it’s as crucial to call off meetings if you don’t have a specific objective in mind.

CLARITY IS KEY.

When teams are split up, collaboration is difficult. They’ll struggle more if they aren’t totally committed to crystal-clear communication.

Therefore, despite being effective, concise communication can be confusing.

Encourage team leaders and participants to invest more time in deliberate communication. Give the rationale for a request or direction. Give firm due dates rather than immediately. Add links for more information. To clarify and create a better message the next time, ask people to bring out anything unclear.

MAKE TIME AND SPACE FOR FRIENDSHIP.

Friendly colleagues tend to collaborate more than those who aren’t. They engage in more social interactions, which opens doors for working together professionally.

Giving team members the time and space to develop interpersonal ties would improve collaboration.

Create online places for workplace rituals like reading clubs, happy hours, and diversity and inclusion programs. Ask for help from volunteers to organize online social gatherings and holidays.

BE FLEXIBLE

Likely, another team won't be able to fully benefit from a team's collaborative efforts. What works this month might not be effective for everyone the following month.

To improve team collaboration, leaders need to promote flexibility.

MAKE OPPORTUNITIES FOR COOPERATION.

Give team members greater opportunities to work together. However, avoid generating pointless meetings and unneeded bureaucracy.

For instance, managers may assign a higher-level task to two team members willing to take the initiative and work together to complete it. Give them the objectives, due dates, and criteria. However, let them decide how they'll work together. Alternately, ask a group to compile the best home-based work practices and develop a platform to discuss and update them frequently.

MANAGING AND MOTIVATING REMOTE TEAMS

As more companies discover the value of remote workers, a distributed workforce is gradually taking over. Although fully remote employees have distinct requirements and motivations than their in-office or hybrid colleagues, executives must keep this in mind. Below are 10 ways to manage and motivate Remote teams:

1. INCREASE TEAM AWARENESS AND UNDERSTANDING

Leaders must strive to increase team members' awareness and comprehension of one another in distant work environments. To explore and gradually expose motivators, motivations, interests, passions, and more, it is necessary to be vulnerable on a personal level first, followed by purposeful questioning and attentive listening.

2. COME UP WITH STRATEGIES FOR DAILY INTERACTION

See them daily so they may feel and recognize that they are a team member. Every day, you can meet your team for a 15-minute huddle. You can discuss their top concerns for the day, they can ask for assistance if necessary, and volunteer to assist any of the teammates who require assistance. Doing this will help you establish relationships, monitor important concerns, and provide superior service to your clients.

3. EMPLOY DIGITAL TOOLS FOR COLLABORATION

Because they are also people—that is, emotional creatures who need to feel connected to other people—remote workers are no different from office workers. Digital collaboration tools can be used in this situation to bridge the emotional gap. A “wall of faces” is insufficient. Individual human contact and the satisfying sensation of contributing significantly to a team must prevail.

4. CREATE TRUST

Invest time in fostering trust. Trust works wonders as a motivator. Working at one’s own pace and knowing that the task will get done even if a team member puts in a different number of hours than you anticipate are two advantages of working remotely. You are doing more harm than good if you start micromanaging, continually checking in, and demanding routine updates.

5. ESTABLISH CHANNELS TO PROMOTE ACHIEVEMENTS

Remote workers require connection and validation at least as much as those who work in person. Peers can celebrate one other’s successes in front of the entire organization by doing something as simple as starting a #praise or #snaps channel on Slack or whatever messaging app your firm employs.

6. ALLOW SELF-MANAGEMENT FLEXIBILITY

Give them the option to set their working hours. The lack of social interactions is one of the drawbacks of remote work, but it can be offset by allowing your staff to regulate their schedules. Your team will operate better if work doesn't get in the way of what they need to accomplish in their personal lives, such as going for a run, caring for the kids, or running errands.

7. GIVE YOUR STAFF'S WELL-BEING TOP PRIORITY

Emphasize your employees' health. Beyond wellness, well-being includes components that support workers in leading fulfilling lives, making the most of their talents, developing close bonds with others, maintaining physical and mental health, and having fun. When attention is given to each area their lives and work, well-being is maximized.

8. PROVIDE INCENTIVES

When projects are finished ahead of schedule, give out minor bonuses, and reward employees with vacation time when they hit certain business goals. Make sure your staff is aware that you will be monitoring their performance even while they are working remotely.

9. EMPHASIZE NETWORKING THROUGH PROFESSIONAL DEVELOPMENT

As a remote team, you should value personal development as much as professional progress, including a strong emphasis on connection. You can establish a book club where your staff members read books on various business-related topics and talk about them over brunch on Zoom at the end of every month! It keeps employees educated and allows them to connect over interests other than regular work.

10. ACKNOWLEDGE AND APPRECIATE HARD WORK

Avoid letting your team's contributions be forgotten because they operate remotely. Make sure to provide thanks and acknowledgment for all the hard work that has been put in behind the scenes. To show your team members how important their work is, do this both in private team meetings and public on social media. Motivation is mostly based on acknowledging success.

LEVERAGING TECHNOLOGY FOR REMOTE LEADERSHIP

Adapting to changing lifestyles, a scattered workforce has become a constant. Remote work is accepted as the new standard in this Gen Z era. Technology advancements are advancing toward involving distant workers and facilitating communications. This can assist firms in striking the right balance between giving direct instructions, micromanaging, and directing remote labor. There are many methods for effective human resource managers to take advantage of technology and bridge the gap between onsite and remote workers, from using a virtual reality headset to foster teamwork to hosting virtual happy hours to increase employee engagement.

Working remotely gives individuals greater independence, empowering them to feel competent and enjoy their work more. Employers struggle to manage and retain remote workers as they look for the best leadership practices, resources, and investment returns. Here are ways you can leverage technology for remote leadership:

MOBILE CONVERSATIONS CAN BE MADE SIMPLER BY VIDEO AND CHAT APPS.

Technology advancements like video and chat apps make distant collaboration easier and allow distributed teams to be as engaged and collaborative as teams who spend their days working together in the same space.

But it must be done correctly; otherwise, you risk having a group of underperforming, depressed employees.

One-click video conferencing, meeting planning, instant messaging, and document collaboration are some of the most popular features offered by remote work tools. A mobile-accessible video conferencing platform like Zoom can accommodate small and large group meetings. Additionally, you can guarantee the confidentiality of your meeting by using special URLs. Google Hangouts is another well-liked platform for video conferencing, and some remote teams use it for smaller-scale gatherings.

Slack, the most popular chat program, is a chat program that takes the role of the more informal interactions you might have in any working environment. Through specialized channels, workers can conduct one-on-one interactions or continue group discussions. You can create any channel with the aid of Slack, such as one for your department, one for company-wide socializing, or one for a brief company announcement.

CLOUD-BASED FILE-SHARING APPLICATIONS ENABLE EMPLOYEES TO OPERATE FROM ANYWHERE.

With cloud-based collaboration solutions, it is affordable for remote employees to interact with co-workers through their tablet, desktop computer, or smartphone for everything from real-time document editing to outlining workflows.

The Google Drive platform, which now has an integrated chat application, makes it simple for employees to exchange spreadsheets, documents, and presentations. This makes it easier for team members to discuss relevant projects and make changes inside the same window. Everyone can access the most recent file version when the changes are automatically stored. Users on desktop, laptop, or mobile devices can edit files and share changes within the program using cloud-based file storage services like Microsoft OneDrive and Dropbox.

Employees may work in the office, at home, or their local CCD with these file-sharing solutions because they are convenient, inexpensive, and easy to use.

VIRTUAL HAPPY HOURS TO INCREASE STAFF PARTICIPATION

Team building is a creative method to foster camaraderie when everyone on your team doesn't share a physical workspace. As the need for remote work increases, companies and HR departments must get creative to maintain partnerships between office-based and remote workers. However, for distant workers, the physical separation might suddenly become psychological. Leaders must put innovative plans into practice to close the gap and strengthen group cohesiveness. The answer to team building activities for a worldwide workforce may be to engage in remote office decoration or virtual team building by playing video games.

ON-DEMAND VIRTUAL VIDEO GAMES

Before considering team-building video games, you should double-check whether each employee has a desktop or laptop computer. Nowadays, every major gaming system includes online multiplayer capabilities that let you invite distant workers. The drawback is that each virtual employee will require a console. Because every remote worker can access a desktop or laptop, PC-based video games may be a superior option.

COFFEE BREAK WITH THE STAFF

How does a coffee session improve the fact that virtual team members rarely enjoy the benefits of working from home? Virtual employees can be given a gift card to a coffee shop in their neighborhood or their favorite coffee shop by the organization's HR department. Employees are encouraged to leave their home offices as a result and work remotely in a different setting for the day. HR may also suggest that the workers take a snapshot of themselves working in the new setting and publish it to the team chat group.

Well! This tactic can likewise be applied in the case of an impending virtual meeting. This would not only improve the attitude of remote workers but also give them access to some benefits typically reserved for office workers.

TO SUM UP

Any remote team's success mostly depends on how well they can cooperate without engaging in regular in-person communication. This implies that an employee's web tools play a significant role. Team members must set up a physical workstation that promotes efficiency and remote cooperation. The more connected remote workers feel, the more likely they will continue to be content and interested in their work. Offering ways to make communication with the remote worker simpler immediately verifies that their participation is important to human resources, managers, or organizations, which is ultimately a worthwhile investment in the business.

MEASURING AND IMPROVING PERFORMANCE OF REMOTE TEAMS

It's simple to fool yourself into thinking you completely understand your team's work when you're at the office. Surely they must be working if they are at their desks, right? Thankfully, the notion of "butts in seats" is beginning to fade. Since the epidemic, managers and businesses have come to understand that the amount of time employees spend at their desks is not a reliable indicator of productivity.

The principles below can be used to any management, including managing an in-office team, as a more efficient and up-to-date strategy, despite the fact that managing in-house staff can be rather different.

The following six pillars can help you manage remote workers effectively:

- Start by picking the appropriate measurements and objectives.
- Establish clear and precise performance standards for remote workers.
- Monitor the level of commitment of your remote crew.
- Set clear guidelines for distant communication
- Remember to measure ROI
- Trust is essential for remote managers and staff to succeed.

CHOOSING THE RIGHT METRICS FOR REMOTE EMPLOYEE PRODUCTIVITY MEASUREMENT

A person's workspace is not a reliable indicator of their productivity. Time is likewise a very bad indicator in the same vein. Establishing a remote time-tracking or monitoring system can be tempting when leading a remote team. It is strongly discouraged to do so. As will be shown later, this can frequently have the opposite impact.

Instead, you must consider indicators for remote worker and remote team productivity beyond time and place. To comprehend (and effectively convey) how a team member's function fits into your company's overall plan, it is best to start with the broad picture.

Do you have specific KPIs for your company, and do you routinely check them?

KPIs are the best way to gauge how well your company is doing and, consequently, how well your remote employees are doing. The following are some of the most used KPIs (across industries):

- Rate of revenue growth
- Net income
- Project schedule variance (PSV) (are projects completed on time)
- Turnover rate (how many people stop using the product or service)
- Average revenue generated by each client
- (CLV/LTV) Customer lifetime value

You should evaluate which remote teams or personnel are in charge of reaching planned targets in each key KPI and exactly how they intend to do it.

Learn how to use automation and delegation to boost your productivity if you're a senior executive unable to reach your KPIs due to a hectic job.

ESTABLISH PERFORMANCE STANDARDS FOR REMOTE WORKERS

Setting precise monthly, weekly, quarterly, or even yearly goals is the key to evaluating the success of remote workers, even if you haven't looked back at them since you drafted the job description to hire someone.

The catch is that these objectives must be very clearly defined and explicit. For instance, your marketing director's objectives shouldn't be:

- Boost website traffic with SEO
- Build a following on social media
- and boost subscriptions to newsletters
- increase lead conversion rates

These objectives are far too broad. Instead, precise and measurable objectives can resemble:

- Writing weekly targeted blog entries will help you improve traffic through SEO with the goal of increasing it by 20% in six months.
- With imaginative image-driven campaigns, you can get 15% more followers on our Facebook, and Twitter pages this quarter, with a targeted 10% increase in engagement.
- You can increase newsletter signups by hosting quarterly webinars with key clients and partners.
- You can increase lead conversion rates by adding more qualified leads to the funnel with focused content marketing campaigns and direct PPC.

Leave some flexibility here for unforeseen events, of course, but by having very specific goals, you can determine whether or not your remote employee is completing the task at hand, regardless of whether or not they're working 8 hours a day (which, in today's workplace, is just a guideline)

EXAMINE REMOTE EMPLOYEES' CULTURAL ENGAGEMENT

Company culture wasn't used as a performance evaluation metric until recently; it was more of a buzzword. However, as more businesses recognize the value of culture, particularly in terms of employee productivity and retention, leaders in all organizations are seeking strategies to establish and spread a healthy culture throughout their firms.

You must assess whether each remote employee enhances your organization's culture because culture significantly impacts its success.

Is your remote employee supportive of your culture initiatives, or do they seem ambivalent?

Do they try to stay informed about what's happening at your organization, or do they tend to keep quiet?

We understand that some individuals are naturally reserved, but as a manager of remote teams, it is your responsibility to ascertain each individual's level of comfort before attempting to engage them. Perhaps they don't want to share their weekend activities or images of their kids, but they might be open to posting pictures of their pets or participating in a Slack trivia challenge.

It comes down to plainly observing if your distributed remote employee is still engaged and senses a sense of belonging among their colleagues. More than just a vanity metric, it contributes to their success.

SPECIFY THE CRITERIA FOR REMOTE COMMUNICATION

The norm for communication should be overcommunication when it comes to distant work.

Surprisingly, non-verbal communication makes up 70–93% of all conversations. That's a lot! Sadly, you will miss out on some of the nonverbal communication with your distant team.

Fortunately, you can make up for a lot of it by using video conferencing.

It should be the job of your remote workers to keep you informed about what they're working on, any problems that come up, any changes in a deadline, etc., since you won't be continuously checking in on what they're doing.

Additionally, remote workers must be especially watchful for typos and grammatical problems that may change the meaning of their conversations via email, Slack, and other channels.

You can test this out a little during the hiring process for remote employment. Or, if you've recently gone remote and a member of your remote team is having problems communicating with you, address the issue immediately and provide some training in that area.

A clear standard for the overall communication framework for your team must be established in addition to discussions between individual employees.

Will Slack be your primary method of communication? Email? Zoom? Your remote workers will win half the battle of remote communication if they know the best times and channels to communicate.

Investing in ensuring structured and understandable remote communication for your entire workforce will be substantial in the long-term.

KEEPING SCORE OF REMOTE EMPLOYEE OBJECTIVES

Are you interested in measuring the ROI of each employee, even though you're presumably already tracking the ROI of various company activities? Is your remote employee making a significant enough contribution to your company's overall success to warrant their inclusion on your team?

This is crucial for both remote and non-remote workers, but because it's so clear-cut, it becomes a clear sign of the success of remote workers. As a manager, you will establish timetables, rules, etc., for ROI based on each team member's position.

Once more, these objectives must be very clear to ensure that you and your remote personnel are on the same page and that there is no doubt as to how you will evaluate their success.

When gauging your remote employees' productivity, being sincere is always the best action.

Even though this performance indicator is more of a "gut check," it is quite significant. Do you think this remote employee will complete the task (regardless of any absurd circumstance)? Do you think that they can succeed in a self-starting capacity (which all remote roles are!), are organized, and have good time management skills?

Investigate your doubts if you have any. The most crucial element to have between leaders and remote staff is trust.

A Remark Regarding Time-Tracking Software For Remote Workers

Monitoring your team's internet activity is needless, demeaning, and degrading. It's also a type of micromanagement.

While time tracking and staff monitoring tools may assert that they increase productivity, what they accomplish is to increase employee resentment.

Nobody wants to be penalized for not working at a desk “long enough”; instead, your team wants to be praised for exceeding its objectives and KPIs.

After all, depending on the position, working hours are not always limited to those spent in front of a computer. Maybe they were talking to a customer or brainstorming ideas on the phone. They might have gone for a stroll while listening to an instructive podcast about developing a skill they need for their job.

Working remotely does not always include sitting in front of a computer.

Software that tracks your time infringes on your privacy, particularly if it includes video monitoring.

If you are thinking about this, it is strongly advised that you survey your employees on this kind of software before implementing it because it almost certainly won't be a popular choice.

Last but not least, the culture of trust is not fostered by this kind of software (which is proven to make employees happier and more productive). It's also a waste of time and money because you can evaluate your remote employees' success using all the other techniques outlined above.

You Can Do This!

If you gauge remote employees' performance using the guidelines on this list, you'll have the confidence you need that they're meeting your standards.

UNDERSTANDING THE CHALLENGES OF REMOTE LEADERSHIP

These days, managing remote teams and doing remote work are quite widespread. This is primarily because businesses have begun to recognize the benefits of remote work for their employees' job happiness, productivity, and financial savings. Despite these advantages, managing remote teams can be difficult in a way that makes sure each team member truly feels like they are “part of something” and are working toward a common objective.

Below are some of the difficulties leaders of remote workers most frequently encounter, along with advice and best practices for resolving them. A satisfied remote team is, after all, a successful remote team!

INSUFFICIENT COMMUNICATION

The success of the majority of remote teams depends on effective communication. The team must always know what the other members are working on. When the entire team works remotely, it is easy to lose track of this. Teams that work remotely cannot function without poor communication among the members.

MANAGING REMOTE TEAMS FROM A REMOTE OFFICE

Your team needs a dedicated area where its members may communicate with one another regarding the status of their projects and the project as a whole.

A fantastic method to accomplish this is through brief daily Skype sessions, but your team will also value having a “virtual water cooler.” Internal team communication systems like Slack are great for this and have the extra benefit of making it simple for future remote team members to hunt up solutions to problems they might encounter.

The truth is that regardless of the remote tool you choose, your team's remote workers won't feel cut off from one another as long as communication is strongly promoted.

ABSENCE OF FACE-TO-FACE COMMUNICATION

Getting to know others is one of the most pleasurable aspects of working with others. With employees spread across various locations and time zones, it is considerably more difficult to accomplish that with remote teams. Making plans for your remote team to come together once a year needs organization, but it will allow your team members to meet their coworkers in person.

You might consider planning an annual gathering in a far-off place for full-time remote workers.

The staff can work toward this goal as a reward for their efforts at the end of the year, but it shouldn't be viewed as a vacation in and of itself.

Make sure there is enough time left over so they can properly enjoy each other's company in their downtime. Having your remote team together is a great opportunity to complete some crucial work in one location.

A BAD CORPORATE CULTURE

Any distant firm could experience this problem. Fostering a healthy workplace demands a good plan in any organization. This procedure can be more difficult than usual when managing remote teams, but why should it be? Yes, it's far simpler for management team members or the CEO to stop by and chat with a team that works in the same office, but that doesn't mean the same result can't be accomplished with a remote solution.

Assuring everyone feels free to contact anyone with questions is an easy method to resolve this issue with a virtual workspace.

What steps do you take to create such an environment? One method is to arrange virtual coffee breaks between randomly chosen employees (several Slack bots can help you achieve this).

Another strategy is to organize online movie nights when each remote team member chooses a movie for the group. There are many options; having fun with them is important. Be inventive!

A LACK OF FAITH IN MANAGEMENT

This one builds on the preceding argument about toxic remote workplace culture. When working remotely, it can be simple to let your thoughts go down a dangerous path and lose patience with management if there seems to be a lack of openness.

Once more, it isn't complicated. Managers of remote teams should make every effort to ensure that every member of their virtual workplace is aware of all deadlines, expected working hours, the goals the firm is pursuing, pay structures (wages, pay raises, paydays), and even the sick leave policy. Managing remote workers is the same as managing staff who work in-house.

The team will feel comfortable and honest should any problems develop after everyone is on the same page. There is a recurring theme: effective remote teamwork and individual remote workers depend on frequent communication.

LOSING TRACK OF THE OUTPUT OF YOUR REMOTE WORKERS

Any remote business can fail if it does not track what is being done, who is doing what, and who isn't doing what they are meant to.

Are you fully aware of the volume and pace of work completed by your remote team? If not, you must immediately update this.

The good news is that there is an easy approach to prevent yourself from getting into this predicament, and it's also a simple repair if you do: monitor and evaluate your remote staff using the same KPIs you would when working with in-house employees.

If you follow these steps, everyone in your remote team will be aware of what they are supposed to be doing and can be easily held accountable for the quality and quantity of their work.

Finally, Your business can profit much from properly managing remote teams, but getting there will require time, persistence, and a lot of experience. It's ridiculous to anticipate that every new concept or technique you use will succeed immediately.

The most effective course of action is to actively seek out and address any issues that your remote staff may be experiencing.

Your chances of successfully overcoming any obstacle will increase if you involve your remote team in the decision-making process.

EFFECTIVE COMMUNICATION

Good communication skills are critical for success as a leader. Whether you're a manager, parent, or teacher, the ability to express your ideas is essential.

Being an effective leader is impossible if you can't communicate effectively or understand others' needs and goals.

Listening actively and fully digesting what other people are saying is also important before responding. Good leaders always pay attention, seek feedback, and try new approaches to enhance their team's performance.

To become a better leader, you should focus on these essential skills:

1. ACTIVE LISTENING

Good communication means more than knowing how to express your ideas. It also means listening actively and fully comprehending what other people say, especially when they disagree with you.

You can't be a good leader if you talk too much and don't let others speak. But the opposite extreme—being a passive listener who doesn't listen—is also bad.

“Active listening” means paying full attention and taking notes while someone is talking. You might even repeat to the speaker what you think you heard her say or ask follow-up questions if something is unclear.

Ineffective leaders often fail to become better leaders because they don't listen carefully. They may jump to conclusions before others can finish speaking, or they may decide that what other people are saying isn't worth listening to in the first place.

Maintaining a respectful, open mind when understanding others' unique ideas and perspectives is integral to effective communication.

If you're sincerely trying to understand where others are coming from, they'll quickly become more receptive to your ideas.

2. ADAPTING COMMUNICATION STYLE TO THE AUDIENCE

You can't be a good leader if you always speak at the same level of formality and don't change the tone of your voice or manner of speaking to adapt to different audiences.

One of the most important elements of communication is choosing the right style to match your audience. For example, you may need to be more direct and firmer with peers than you would be with your manager or subordinates.

When speaking to a group, it's important to notice disengaged people and actively reach out to them, ensuring they understand what you're saying.

You get extra points for adapting your communication style when speaking different languages. It's especially crucial for leaders working with people from other cultures.

3. CLARITY AND CONCISENESS

Good communication means expressing your ideas clearly, so the other person understands what you're saying.

You can't be a good leader if you're unclear on your own ideas or if your ideas are overly complicated and unnecessarily wordy.

Always use short, simple sentences when trying to convey a simple idea. And don't use more words than necessary. You should also avoid complex jargon or expressions that may seem elegant but can be misunderstood by others. Good communication often combines short, powerful statements with simpler ones that support your overall message.

4. EMPATHY

Good communication means understanding what others are feeling, thinking, and relating to their pain.

Being a good listener is, of course, important, but effective leaders also need to be good at putting themselves in other people's shoes and imagining how they might feel in a given situation.

In a large organization, you may have people on your team who face challenges different from yours. You must recognize these differences to give them the support they need. To help your people feel valued, you should also be able to understand their goals and objectives.

You must ensure that you're presenting your ideas in a way that fits each person's unique needs and circumstances.

5. BODY LANGUAGE AND NON-FORMAL COMMUNICATION

To be a good leader, you must know how to communicate effectively.

There are many ways to represent your ideas through body language, like intonation and gestures, which is called non-verbal communication. Non-verbal communication is the most important part of effective communication. And it can have more impact than words.

Body language should be used appropriately for each situation:

You should always choose the right tone of voice, not too low or too high. It is important to control your body language-make gestures when appropriate, but excessive hand and arm movements are distracting.

So you always need to be aware of what you are saying, how you are saying it, and how you look when you communicate with others.

6. CONFIRM UNDERSTANDING

You can't be a good leader if you're not sure your ideas have been accurately understood by the person you are speaking to.

You should ask if people understand you and repeat key points if they need clarification.

It's also important not to interrupt while someone is talking. Take notes, close your eyes, breathe deeply, and listen carefully to ensure that the other person has heard what you said.

Finally, you should never assume that people understand you or your ideas. Always check to make sure they have grasped your message.

7. FEEDBACK

People need to be able to give you feedback on how well you're communicating. That's especially important at the beginning of a job or project and when things start to go off track, like today.

You can't be a good leader if you don't ask for feedback from your people and then use it to improve your communication skills.

You should ask for non-judgmental feedback after every interaction with someone who works for you. In some ways, it's similar to tactful feedback. However, this is hard to get because people may not be used to receiving it from their bosses and superiors.

You can also use email or other forms of written communication to solicit employee feedback.

Just remember that most people don't like giving negative feedback, so you need to ask for the information you need in a less threatening way than asking directly for the bad news.

CONCLUSION

Always taking the initiative, rather than sitting back and waiting for things to happen, is the single most effective strategy to improve your leadership abilities.

Leaders ask questions, listen, observe, and strive to communicate effectively.

Proactive communication is not just an individual skill. It's something that all leaders need to practice and develop to achieve their goals. Studying how great leaders communicate will also help you become one of them.

NEGOTIATION SKILLS AND STRATEGIES

We often think of negotiation as getting someone to give you something they were not prepared to offer. But in fact, negotiators often look for a win-win solution that's better than any agreement they could achieve without talking.

HERE ARE SOME STRATEGIES FOR STRIKING THE BEST DEAL POSSIBLE:

BE PREPARED! Knowledge is power. You give yourself an edge if you know a lot about your position and the other party's position. Research the negotiating styles of your opponent and be ready with options that fit their style and address areas of concern to them.

BE OPEN-MINDED! If you can listen with empathy to their needs, interests, and concerns, they're more likely to listen with empathy to yours.

BE PRESENT! Communication is key to negotiation success. In any conversation, think of it as an exchange: What are they saying? What am I saying? How are we doing with the exchange of ideas and information? Listen and watch your counterpart's body language and tone to gain insight into their needs and expectations.

SHARE INFORMATION! What you know can help you gain a better understanding of their needs. Let them know what you need to work out the best deal.

BUILD RELATIONSHIPS! Be friendly, sincere, and kind. They'll feel more comfortable with you and your ideas than if

they feel threatened or put off. Successful negotiation often hinges on the quality of relationships between the parties. **TAKE ON ONLY WHAT YOU CAN HANDLE!** That adage of “don’t get your hopes up” applies here. Leave room to make concessions. Don’t be afraid to drop a few ideas if they make sense. If you fail the first time, try, try again.

MAKE IT PERSONAL! Personalization gives you a competitive advantage over your counterpart. Focus on the relationship and not just the transaction.

a. Take the time to get to know them. Let them know how you will help because that will give you an advantage over competitors.

b. Don’t talk about yourself too much; focus on what they need and can do for you, but never ask their permission to call or make contact.

c. Let them know they are special and make them feel important; this will put them at ease and increase your chances of success.

NEGOTIATION STRATEGIES

Undoubtedly, effective negotiation can make you a better negotiator and increase your chances of success. A good negotiator will stay focused on the goals, not get sidetracked by trivial matters, and be flexible when the situation changes. Here are some strategies for successful negotiation:

1. INTEREST-BASED NEGOTIATION

This negotiation involves compromise and a willingness to give way for the good of the relationship. This is where a negotiator puts aside their interests to negotiate on behalf of another party. This works because it allows each party to walk away with a feeling of success, even though they each gave up something. This is much better than being the one who walked out of the room with a deal.

2. BATNA

The best alternative to a negotiated agreement. This is the position you will take if the negotiation doesn't go how you want it to. It could be a walkaway or something that gives you an advantage in the negotiation, such as a better deal offered by another company. It's important to have a BATNA, to know what it is, and to have an alternative plan in case the negotiation gets heated.

3. ANCHORING

This is how you get people to see things from your point of view. Your goal is to get them to accept your position as the starting point for discussion rather than the position they want or the one that puts you at a disadvantage.

This can be done in several ways, but first and foremost is through brainstorming; this helps clear out any serious misconceptions or beliefs about your goals and approach to negotiation. Next, establish clear goals for the negotiation, and then state those goals to your counterpart. If you cannot get a sense of agreement from your counterpart, it is time to consider opening the negotiation with a different approach. However, don't force things. Agree to disagree; that is a good way to open up an opportunity for discussion without wasting time complaining or challenging your counterpart's position first.

4. WIN-WIN NEGOTIATION

This is a negotiation that focuses on both parties reaching a win-win outcome. The goal is to reach an arrangement that makes everyone happy, even if it means giving up some of your needs or desires. When that is the case, both parties should feel like they came out ahead.

One of the most effective methods to accomplish this is to focus on what you require rather than what you desire.

5. INTEGRATIVE NEGOTIATION

This type of negotiation leads to a compromise or win-win solution. It is when both parties can find some middle ground that allows everyone to be happy with what they are getting. During an integrative negotiation, staying flexible is important, as not letting preconceived notions get in the way and working toward common goals.

6. USING OBJECTIVE CRITERIA

The best way to get the desired outcome from a negotiation is to use objective criteria. Find out what your counterpart wants and what is important to them. If you can find that common ground, both sides will be happy.

Working from the objective criteria point of view will help you to avoid the “kitchen sink” negotiation in which both parties throw in everything they can think of, hoping that if they have enough items, it will overwhelm the other side, and they will win.

CONCLUSION

With the right mindset, effective negotiation skills, and adherence to ethical principles, you'll find the job market a whole lot less intimidating and a whole lot more rewarding. The key is to make sure that you approach each employer with respect and professionalism

LEADING CHANGE

Leading change has never been simple, but it is perhaps more challenging now than ever.

Leaders can successfully guide others out of the shadows of the past year and into a bright future—bridging to something new—despite going through personal change. Great leadership can result from being intimately involved in the challenges rather than despite them.

HOW TO LEAD CHANGE SUCCESSFULLY

Leading change is hard, but it's not impossible. Here's how to be successful:

UNDERSTAND CHANGE MANAGEMENT

To be an effective leader during changes, it is necessary to first comprehend the processes involved in change management. Usually, leaders lack the bandwidth to manage changes throughout an organization. What to do in those times when leaders need to act, but neither they nor their team member has the resources to make critical change happen?

Great leaders get creative and find ways to leverage the change management process within themselves. They seek a trusted colleague or outsider to share findings and ideas as needed. Leaders who don't know this about themselves may be surprised at a new perspective when that individual is brought on during a time of need.

IDENTIFY THE NEED FOR CHANGE

This is pretty straightforward. Knowing what has to be changed and how critical it is to accomplish that change is one of the first stages in becoming a great leader. The two most important things for leading change are understanding the business need and the people who will be asked to make that change happen. These factors must be clearly articulated—and consistently reiterated throughout the changes.

DEVELOPING A CHANGE STRATEGY

The analysis of the need for change is often a precursor to developing a strategy. This happens when people use the need as a lens on where they need to work, what they need to do, and how they can do it. Great leaders see this as a blank canvas on which they can paint their strategy. They leverage their strengths but also those of the team around them. Their strategy should also be informed by an understanding of other change efforts in the organization, particularly ones related to the change they are leading.

COMMUNICATING AND ENGAGING STAKEHOLDERS

After the strategy is developed, leaders need to communicate that strategy to the stakeholders—the business and the people—involved in the change. Relying on one-way communication is a mistake that leads to people not understanding their role in the change. Two-way communication is critical, and great leaders recognize how important it is for communication to happen as much as possible. After all, great leaders need their people to be engaged 100 percent in achieving the change.

MANAGING RESISTANCE TO CHANGE

Great leaders understand change can be hard, but everyone has a role in making changes happen. They also know that not everyone is going to like all of the changes that may be necessary. People may resist change because of the unknown or because they don't want to do it differently. Great leaders know people will resist and plan for it, continually reinforcing the why behind any particular change and the need for everyone to buy into the strategy.

MEASURING AND SUSTAINING CHANGE

Measuring the change is an important step in sustaining that change. That's because most changes need to be measured for success. In most cases, there will be consequences. Great leaders need to know the consequences, how successful the program has been, and how it should evolve. They should also continuously measure how the change affects cooperation, engagement, effectiveness, and culture.

CONCLUSION

Leading change is hard—but it's not impossible. It might be easy to let fear and procrastination stand in the way of leading change, but great leaders push through those fears and take on the challenge. In this new world, there's no time to waste. Business needs will change, and people will either grow or get left behind—or worse. Those who lead won't let that happen.

CASE STUDIES OF SUCCESSFUL LEADERSHIP

The importance of leadership cannot be overstated in an ever-changing and constantly changing world. People have realized that leadership is defined differently across cultures, nations, and generations. It is not about being born into a position of power or authority as much as leading to progress in an organization or the world.

Succeeding at leadership requires you to understand yourself, your motivations, and how people work so you can engage them effectively. Successive generations and organizations have come to realize that effective leadership cannot be measured by inherited power or prestige.

The concept of leadership is no longer a set formula. The complexity of business and society has shaped today's leaders. This understanding results in leaders who are not only knowledgeable about their strengths and weaknesses but who also strive for the development of others.

Below are some successful leadership Case studies:

1. ADOBE

Adobe has undergone a few transformations in its three decades of existence. It has gone from being a software company to being a multimedia company. Through each transition, the company has demonstrated true leadership in understanding the needs of customers and employees and transforming its culture accordingly.

In 1991, the software company was on shaky ground. The industry was undergoing a lot of change, and Adobe lost some top software developers.

The company's president and CEO, John Warnock, saw this as an opportunity to make strategic changes. He divided the company into three divisions focused on customer service, product development, and corporate services.

He also implemented a series of organizational changes allowing for more flexibility and feedback in the workplace. These changes were necessary to ensure the company's future survival. Warnock didn't just change the way employees communicated within the company. He changed how they communicated with their customers. He created a new employee tool called "The Chatterbox," in which employees could send feedback to senior management without fear of reprisal.

He also instigated a system that made it easier for employees to share ideas and concerns. The result was an improved culture of trust and collaboration.

2. MICROSOFT

The Microsoft case study is representative of the tremendous power of leadership.

In the early stages of the IT industry, Bill Gates and Paul Allen were two very intelligent and successful IT visionaries. They had several high-profile clients, such as IBM, AT&T, and Apple. One day their business metamorphosed into a multi-billion dollar company concerned with more than just software. The company we know today as Microsoft also became known for its great leadership styles.

3. UPWORK

Upwork is redefining working. The company is disrupting traditional employment by allowing professionals from all over the world to find work. These professionals can now work from anywhere and apply their talents working for different companies across the globe.

The success of this model rests on the leadership abilities of its CEO, Adam D'Souza. D'Souza has positioned Upwork as a company that allows for greater flexibility and control for those who use it for search and placement services.

4. BETTERUP

BetterUp is an online platform that matches employers and employees through a more focused job search. The company's business model is not only disruptive, but it has also turned job searches into more effective experiences. The organization claims to have achieved this success by catering to the wants and needs of both employers and workers. BetterUp understands that there are certain things employers look for in a potential employee. These include working in a team, working under pressure, and having excellent time management skills.

5. SAP

SAP is considered one of the most powerful brands in the world. It is responsible for over 25% of all enterprise software sold. The company's success rests on its ability to innovate and constantly transform. It has changed its business model and communication style with clients, employees, and partners. In the early 2000s, SAP found itself in a difficult position because of the technological time gap between itself and its competitors. To stay in business, the company had to change the way it did business. It shifted its focus from software companies to corporations by providing collaborative solutions.

SAP's leadership brought about change that was innovative and effective in finding solutions for their client's everyday challenges. Its focus on teamwork has resulted in a unique approach to business, focusing on how best to engage customers.

CONCLUSION

Every organization is different, and its leader must understand and adapt to this reality. Leaders must retain their ability to initiate change while ensuring employees are engaged with their mission. Leadership is more than just giving orders; it is about engaging with your employees and understanding their needs.

The examples above represent some of the most prominent leaders in the world today. These leaders have been successful because of their impact on transforming many people's lives across different cultures, nations, and industries.

CONCLUSION

Every organization needs leaders. As long as there are organizations, there will always be leadership strategies to explain why some leaders are more successful than others. Furthermore, the creation of these strategies has been an evolution from early days of the Industrial Revolution up until now. Successful leaders will continue to use different leadership strategies to solve various organizational problems and manifest their vision into a tangible goal.

This book has explained the importance of leadership in business, how they differ from managers, the different theories of leadership and some other essential skills ranging from negotiation to managing a remote team effectively. This book demonstrates the marketing aspects of a business and how it relates to the success of a business. In conclusion, leadership is a dynamic process that may have different definitions but results in the same goal which is to achieve organizational goals. As long as there are leaders, there will always be leadership strategies that explain the difference between successful leaders and those who fail. However in real life, there are very few people who can be categorized as “ideal leaders”. So, it is more important to know why some leaders are more effective than others, so you can be the best leader you want to be.

REFERENCES

Chirag, P. (2023) 8 Reasons Why Business Leadership Is Important. Available online: <https://aboutleaders.com/8-reasons-business-leadership-important/>

Martic, K. (2023). Leadership vs. Management: the 5 Main Differences. Available online: <https://haiilo.com/blog/leadership-vs-management/>

Charter global (2020). 5 ways to use artificial intelligence the right way for business. Available online: <https://www.charterglobal.com/5-ways-to-use-artificial-intelligence-ai-right-away-for-a-success-business-in-2020/>

Browse, T. (2021). Leading change: 10 ways great leaders make change happen. <https://www.forbes.com/sites/tracybrower/2021/01/17/leading-change-10-ways-great-leaders-make-change-happen/?sh=78bf10ea4864>

Choukah, S. (2022). 6 leadership styles: how and when to apply them on your team. Available online: <https://officevibe.com/blog/different-leadership-styles>

Christian (2022). What are the Main Challenges of Managing Remote Teams. Available online: <https://krisp.ai/blog/managing-remote-teams-challenges/>

Cherry, K. (2022). What is the trait theory of leadership. <https://www.verywellmind.com/what-is-the-trait-theory-of-leadership-2795322>

McGovern, M. (2020). How to collaborate better with remote teams. Available online: <https://www.hrmorning.com/articles/collaborate-remote-team/>

Deeksha, S. (2022). Why and how to create a personal leadership plan. <https://www.risely.me/why-and-how-to-create-a-personal-leadership-brand/?amp=1>

Leadership-central (2020). Behavioral theories of leadership. Available online: <https://www.leadership-central.com/behavioral-theories.html>

