EFFECTIVE LEADER STRATEGIES IN LEADING AND MANAGING A COMPANY

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ABSTRACT

Effective leadership is something which enables other people to behave as if they were the leader and thus convinces them that this is the way to satisfy their needs. Leadership is a quality that any organization's leader must possess. The effectiveness of one of the leaders can be seen from the ability to influence and raise the group. The purpose of this study is to quantify the importance of effective homosexual leadership inside a certain organization in order to determine if it will elevate and elevate its members. based on to the results of this study, effective leadership is defined as leadership that is tailored to the circumstances and conditions of the people in charge. The function of the leadership is determined by the kind of leadership that may give the person who is being pegged the opportunity to engage in activity as well as to record and carry out complaints. This means that each creative or innovative idea inside a successful system must be realized and put to use.

Keywords: Leadership Style, Morale, Leader Influence

I.   INTRODUCTION

Leadership is a quality that every head of an organization must possess. The effectiveness of a leader is determined by how well their followers are supported and encouraged. In this study, it was discovered that the key to effective delegation is delegation that adheres to the circumstances and preferences of the people being led. Indications of decreased enthusiasm for work and temporary enthusiasm are shown by high levels of absenteeism and employee turnover. This is an indication of uninspired leadership, according to the current situation.

Leadership is still ongoing in daily human life. Leadership as a process can run continuously both inside and outside of an organization. Effective delegation is a process that is dynamic because it takes place in the context of a particular organization as a system of collaboration with numerous people to achieve the target goal, which is also dynamic in nature. Effective peer review is a process that is variable because it is impacted by peer review. leader in charge of fostering human relations with the subordinates' people. In a process like this, momentum will build up effectively if the function.

Leadership is a human problem since both the immigrant and the immigrant are humans with a variety of flaws. The fact that the aforementioned limitations cannot be illuminated by a human being necessitates the execution of a leadership in order to muddle and strengthen the leadership that was imposed. The process can be manifested in regeneration activities, which can

be a means of continuously improving the quality of leadership, perhaps because leadership cannot be carried out simply as an activity.

Effective leadership as mentioned above, although it will always present leadership in various conflicts, will only materialize if it is capable of respecting human rights. In order to do this, effective leadership must be able to resolve any conflict, acting as the cornerstone of a dynamic process.

II. LITERATURE REVIEW
1. Definition of Leadership
"The action of leading a group of people or an organisation."

That's how the Oxford Dictionary defines leadership. In simple words, leadership is about taking risks and challenging the status quo. Leaders motivate others to achieve something new and better. Interestingly, leaders do what they do to pursue innovation, not as an obligation. They measure success by looking at the team's achievements and learning.

In contrast, management is about delegating responsibilities and getting people to follow the rules to reduce risk and deliver predictable outcomes. A manager is responsible for completing four critical functions: planning, organising, leading, and controlling.

2. Difference of Leadership and Management
Leaders and managers apply different approaches to achieve their goals. For example, managers seek compliance to rules and procedures, whereas leaders thrive on breaking the norm and challenging the status quo. Here's how leadership and management are different from each other.

- Vision

Leaders and managers have different visions. Leaders are visionaries, whereas managers are implementers. Leaders set goals for their team. Managers ensure that the goal set by their superiors is achieved.

- Organising vs. Aligning

Managers achieve their goals by delegating responsibilities among the team. They tactically distribute work among subordinates and organise available resources required to reach the goal. Meanwhile, leaders motivate people. They concentrate on the personal development of their team besides working towards achieving organizational goals. They envision their team's future growth and work towards achieving that.

- Analysing and Assessing

A leader analyses and assesses every situation to achieve new and better results. Whereas a manager does not analyse or evaluate, they emphasise on questions like how and when, which assists them in achieving the goals. They accept and strive to achieve the status quo.

3. What Do Leaders Do

Leaders are not always people who hold higher ranks in an organization. But they are people who are known for their beliefs and work ethics. A leader is passionate about their work, and they pass on their enthusiasm to their fellow workers, enabling them to achieve their goals. If you feel you do not possess the relevant skills currently, you can consider taking up one of the leadership courses or a leadership training programme.

4. What Are the Different Types of Leadership?

All leaders have a unique style that sets them apart from others. Hence, these different types of leadership styles will help you decide which type of leader you want to be. Accordingly, you would be able to hone your skills with the best leadership training programme. Read on.

- **Autocratic leadership**

A leader who has complete control over his team is called an autocratic leader. They never bend their beliefs and rules for anyone. Additionally, their team has no say in the business decisions. Moreover, the team is expected to follow the path directed by the leader. This archaic style of leadership has very few takers because it discourages change. And modern leaders are changing the definition of leadership and redefining what leadership is with their path-breaking decisions.

- **Laissez-Faire leadership**

Laissez-Faire is derived from a French word that means 'allow to do'. "The practice of non-interference in the affairs of others, especially with reference to individual conduct or freedom of action,' defines dictionary.com. In this type of leadership, team members have the freedom to perform their job according to their will. They are given the freedom to bring in their perspective and intelligence in performing business functions. If you take up a leadership course, you'd get to learn about it in detail.

- **Democratic leadership**

In this type of leadership, team members and leaders equally contribute to actualising business goals. Furthermore, they work together and motivate each other to achieve their personal goals too. This type of leadership leads to a positive working environment.

- **Bureaucratic leadership**

In this type of leadership, leaders strictly adhere to organisational rules and policies. They make sure that their team members do the same. Bureaucratic leaders are often organised and self-motivated. There is no right or wrong leadership style. Therefore, it is up to you to decide the kind of leader you wish to become.

5. What Are the Qualities of a Good Leader?

1. Honesty and Integrity: Leaders value virtuousness and honesty. They have people who believe in them and their vision.
2. Inspiration: Leaders are self-motivating, and this makes them great influencers. They are a good inspiration to their followers. They help others to understand their roles in a bigger context.

3. Communication skills: Leaders possess great communication skills. They are transparent with their team and share failures and successes with them.

4. Vision: Leaders are visionaries. They have a clear idea of what they want and how to achieve it. Being good communicators, leaders can share their vision with the team successfully.

5. Never give-up spirit: Leaders challenge the status quo. Hence, they never give up easily. They also have unique ways to solve a problem.

6. Intuitive: Leadership coach Hortense le Gentil believes that leaders should rely on intuition for making hard decisions. Especially because intuition heavily relies on a person's existing knowledge and life learnings, which proves to be more useful in complex situations.

7. Empathy: A leader should be an emotional and empathetic fellow because it will help them in developing a strong bond with their team. Furthermore, these qualities will help a leader in addressing the problems, complaints, and aspirations of his team members.

8. Objective: Although empathy is an important quality a leader must imbibe, getting clouded by emotions while making an important business decision is not advisable. Hence, a good leader should be objective.

9. Intelligence: A good leader must be intelligent enough to arrive at business solutions to difficult problems. Furthermore, a leader should be analytical and should weigh the pros and cons before making a decision. This quality can be polished with an all-inclusive leadership training program.

10. Open-mindedness and creativity: A good leader is someone who is open to new ideas, possibilities, and perspectives. Being a good leader means understanding that there is no right way to do things. Therefore, a good leader is always ready to listen, observe, and be willing to change. They are also out-of-the-box thinkers and encourage their teams to do so. If you enrol for a leadership course, all these things will be a part of the curriculum.

11. Patient: A good leader understands that a business strategy takes time to develop and bear results. Additionally, they also believe that 'continuous improvement and patient' leads to success.

12. Flexible: Since leaders understand the concept of 'continuous improvement, they also know that being adaptable will lead them to success. Nothing goes as per plan. Hence, being flexible and intuitive helps a manager to hold his ground during complex situations.

III. RESEARCH AND METHODOLOGY

A. forms of research

The study uses qualitative research methods in this study, the purpose of the study is to reveal facts, circumstances, phenomena, variables and circumstances that occur during the study and present them as they are.

B. Informant of research

The technique for eliminating an informant by using finality is selected because it selects certain ranks of people (informers) based on the needs of researchers and is thus deemed worthy of use asa source of information or source. As jalaluddin rakhmat put it, "intentionally, by picking out certain people as based on a given appraisal." (Rakhmat, 1997:81).

The research informant focuses on youtuber Indonesia. Regarding the number of youtuber that will be interviewed online, up to 30 people, but when the subject's responses are the same, researchers record only unequal answers, forcing researchers to sift and sift again. Selecting the answers of respondents who disagree with each other. It's called a data saturation interview technique, which if there is a commonality of responses from one person to another, then researchers will no longer ask questions and restrict answers.

C. data collection

Data collection techniques used in this study include field work, techniques that may be used among other things:
   a. interview.
   b. observe

Library research (library research), collections of data that are assessed by reading, studying and quoting from the book literature, magazines, and other sources that are closely associated with this writing, such as:
   a. documentation
   b. bibliography

D. data analysis technique

In qualitative research, more data analysis is done in conjunction with data collection. The stage in qualitative research is the entry-entry stage with the grand tour and the question monitor, the data analysis with domain anlysis. The second stage is to establish focus, the data collection technique with the question monitor, the data analysis is done with a taxonomi analysis. Moving forward at the selection stage, the question used is the selection question, the data analysis with the component analysis. After analysis of the exponential continues the theme analysis. .(Sugiyono, 2008:294).

IV. RESULT AND DISCUSSION

The first Aspects of a Leader There are at least two factors for any manager to consider while launching tasks to achieve the desired goal.

1. The use of leadership

This function is carried out by the king in the local community to ensure effective operation. Each person has two functions, which are social/group leadership and functions that are related to tasks. Giving orders, giving suggestions for solutions, and offering information and opinions are some of the functions that are related to tasks. In contrast, the function of a group's social organization includes everything that hinders a group's ability to carry out its tasks in a way that achieves its goals and objectives. Mediate group disagreements and so on as an example of agreement with another group. The successful leader is the one who is able to carry out the two functions in question successfully.

2. Leadership style

In order to reach the base, the ruler performs attitudes and actions. There are two types of leadership styles, namely leadership styles that are oriented towards goals and those that are oriented towards employees.
In a contract that is focused on the task at hand, several things like the following come into play:

    a. The business owner provides instructions to the beneficiary.
    b. The leader constantly mentions supervision in a frank manner regarding the border.
    c. The leader reminds the subordinates that tasks must be completed in accordance with their goals.
    d. The leader more strongly encourages the accomplishment of tasks than coaching and developing subordinates.

Contrarily, the style of leadership that is directed at students or the subordinates is accompanied by some of the things listed below.
    a. Leaders more often provide motivation than providing advice to the subordinates.
    b. During the decision-making, the leader engages the subordinates.
    c. Leaders are more receptive to family groups, trust each other and work together, respect each other among similar members.

As a development, So, business people can identify which of the two leadership styles is the most effective for achieving the goals of an organization or company. The most common term used while launching a leadership campaign is "eight-system management," which Rensis Likert developed.
The components of the system, they are:
    a. System 1, authoritative and exploitative: the manager creates every task that is connected to work and recruits the support staff to complete it. Standards and execution methods were also carefully noted by managers.
    b. System 2, authoritative and benevolent: The manager still pays attention to the information provided, but he or she also provides a comment section underneath the information provided. Subordinates also offer a variety of options for carrying out their own tasks in accordance with already-established procedures and legal frameworks.

c. System 3, consultative: Manager records goals and provides input once those goals have been discussed in detail with the boss. Subordinates may induce self-consciousness about how tasks are carried out. Rewards are more frequently used than the punishment of threats to motivate people on the border.

According to Likert, the fourth system, participatory, is the one that best describes how an organization should operate on a regular basis. The goals were acknowledged, and the group produced a set of working assumptions. If a formal manager makes a decision, they do it after receiving input from the group's members' sentiments and credentials. The manager uses both economic and non-economic rewards to motivate staff members. Tries to give subordinates a feeling of being needed and important.

3. Effective Leadership

Effective peer mentoring occurs when the mentor is capable of inspiring the group to continue moving toward success, is productive, has a clear focus on results, and will undoubtedly provide encouragement to the business or group that is currently being mentored.

Successful and effective organizational management is essential in the field of managing national and international organizations. Every organization currently has a leader who mentions it. Successful leaders will be able to influence others in order to achieve organizational goals to follow and carry out what has been decided. The ability to influence is what distinguishes a leader with leadership from a leader without leadership. For this reason, it is implied in the leadership that it is also capable of ensuring that the actions taken are in line with the aforementioned decisions.

For this reason, it is implied in the leadership that it is also capable of ensuring that the actions taken are in line with the aforementioned decisions. Merely change the behavior of subordinates in order to move the other person's attention to a position that is consistent with their stated reason for being there. Why are you disobeying or must you engage in the conversations that have been initiated within the organization? In connection with this, several things need to be mentioned. For example, two things that need to be discussed are the leadership attributes of the leadership trait and the leadership style (leadership style). From these two approaches, the third approach, a combination of the characteristics and style of leadership approach, is then born. Leadership that has been successfully implemented can be derived from improving sales, production, or outreach to the general public, which in turn will increase worker productivity. By understanding this theory of leadership, one is expected to be able to ensure and satisfy leadership that is in line with what is being done in order to succeed in leadership.

Effective leadership is something which enables other people to behave as if they were the leader and thus convinces them that this is the way to satisfy their needs. Thus, the effectiveness of this process is not a guarantee that it will succeed, but rather that it will be a result of the efforts of all parties involved, including the prime minister and those who are under him. Man is valued as a human being regardless of their level of existence or affiliation within an organization. Every person is a professional by nature and is capable of accepting risks when making a purchase that incorporates new innovations. As a result of this effective leadership, everyone in the organization has a feeling of belonging, which leads to increased productivity and job satisfaction. In organizations in the United States and other countries, effective

leadership is defined as leadership that successfully launches a person's career while ensuring that there is little to no turnover, sabotage, stress, or other negative effects on the workforce.

V.   CONCLUSION

Based on the current description sections, the following statement may be made:
1. Business partners promote brainstorming of leadership styles (tend to prioritize roles that are oriented towards carrying out tasks alone).
2. The spirit and rigor of hourly work is directly related to the employee's understanding of the meaning of the phrase "gay company leadership."
3. Decreased serenity and work ethics prevent less-than-effective work from being done by caryatids.

To solve the problem that the company is experiencing, as described above, some potential solutions are as follows:
1. The business owner always changes the company's leadership's gay to one that complies with the wishes of the employees, i.e., changing it from the autocratic gay to the participatory gay.
2. Company leadership must recognize the existence of some creative projects that may be carried out at the time being, such as field trip projects involving employees or other groups of people. That will provide a basis for a family claim. It is useful to establish harmonious relationships between pimps and customers.
3. The business representative must always clearly state the goals, the strategy, and the programs that the company will implement. To fulfill its purpose and adhere to its principles, business leaders must always be more open with their customers by implementing two-way communication channels.

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