

MANAGERIAL COMMUNICATION AND EFFECTIVE LEADERSHIP IN APPROACHING BUSINESS

Subhalaxmi P, GIET University

ABSTRACT

Leadership is the primary expectancy of organization. There are certain qualities that are regarded essential for a strong leader. They are: Adapting to change, Decision making, Maintaining open lines of communication and leading others to the completion of goals. Leadership when defined will give us a better understanding. Leadership is widely accepted that most successful organizations have strong and effective leaders. Leadership style is the method which leaders adopt and reflect in their parts of action, rather the way in which authority is used. The extent of authority retained and the decisions made play a vital role in defining the leadership style. The different form of communication that develops between the leader and the work personnel is controlled by the leadership style.

SHORT COMMUNICATION

The study object to identify the types of Communication Styles of Leaders: The styles of leadership range from simple definitions to complex descriptions. Here four video clips show four different types of leadership styles. It differs when the leader is able to extract work either using people's physical effort or their minds. They are: a) Consultative Style, b) Dictatorial Style, c) Authoritative Style, d) Participative Team Style.

The consultative style type is basically task oriented and always focuses on the end result by using the skills of others in formulating plans and taking decisions. The consultative leadership stands out through its effort to involve people who have difficulties in search of ideas for the solution. This way, it helps those to develop leadership and decision-making ability in them. Team building is a prime target in Consultative leadership. The leaders take up the role of a mentor / player and becomes the organizer of the team. Usually accepts ideas and thoughts from the team even when it contradicts with his own. Pays more attention in stimulating creativity and innovation.

The dictatorial style leadership will function like a dictator. The manager would take supreme power in decision making concerning what, when, where and how things are done and who will carry out them. Certain characteristics revealed by a dictatorial leader. Holds all decision-making power with himself. Most of the time is impractical with work demands. Uses excessive disciplinary actions against people failing to carry out their work. Does not give a chance for people to question his decision or authority.

The authoritative style of leaders is also known as autocratic leaders. This type of leaders makes decisions independently with little or no inputs from the group. The unfavorable aspects of this leadership style viewed are being dominant, authoritarian and controlling to the core. This leadership style can be used at its best in situations when there is very little time for group decision making or when the leader is the only knowledgeable member of the group. Traits of an authoritarian leader: Rarely lets the members of the group to make decisions, because he believes

that his expertise and experience makes him the most qualified. Found to be very critical when taking decisions and opinions that are different from his own. Not certain about the abilities and potentials of others. Highly competitive and action oriented.

In Participative Team leadership style all the members of the team are involved to identify the vital goals and develop procedures and strategies to reach those goals. Analyzing from this perspective, participative team leadership can be viewed as a style that depends on the leader functioning as a facilitator and not a dictator to issue orders and get things done. The final decision will always be taken by the leader but then this sharing of functions within the team will supply the perfect atmosphere for every member in the team to provide inputs that are worth enough to make the final decision, which would be ultimately profitable for the organization as a whole.