



## Innovative Leadership for Efficient Management Practices

*Dr. Gajendra Kumar<sup>1</sup>, Deepak Sharma<sup>2</sup>, Dr. Kumar Ratnesh<sup>3</sup>*

<sup>1</sup>Assistant Professor, Commerce Department, Lala Kishanchand Government PG College, Gangoh, Saharanpur.

Email -drgajendra21@yahoo.com,

<sup>2</sup> Assistant Professor, Management Department, Dewan Institute of management Studies, Meerut. Email – sit.deepak2010@gmail.com

<sup>3</sup> Associate Professor, Management Department, Dewan Institute of Management Studies, Meerut. Email – ratnesh737@gmail.com

### ABSTRACT

Employee Performance and Productivity are influenced by 'leadership.' All dreams and visions are made achievable by leadership. A good leader concentrates on the overall or specific development of an organization or a country. Every activity is monitored and directed in the appropriate direction by a leader, which makes everything feasible. Only via the use of effective leadership styles is it feasible to attain corporate goals in a productive manner. Employee performance and productivity are affected by leadership styles. The major goal of the leaders is to provide their subordinates with knowledge, support, and assistance in carrying out their work obligations in a well-ordered and regimented manner and accomplishing the targeted goals and objectives. When leaders are carrying out their responsibilities or engaging with others, they must instill moral and ethical values that promote goodwill and well-being. This research paper emphasizes the importance of good leadership for everyone's well-being and growth.

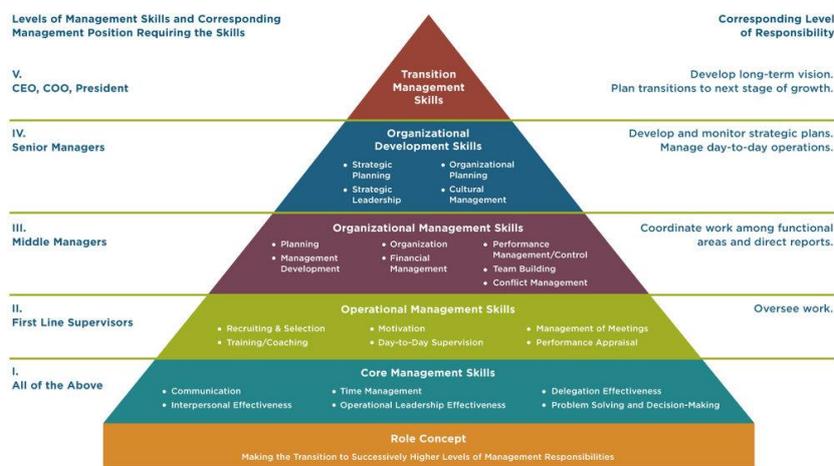
Keywords - Introduction, Importance of leadership, Leadership styles, Roles of the Leaders, Conclusion.

### 1.INTRODUCTION

A great leader motivates and inspires his subordinates in the most effective way possible, resulting in the desired outcomes. Isn't it true that a leader is a visionary who understands where he wants to go? What do you want to accomplish? What is the best way to accomplish this? And he communicates the strategy to his followers so that they can proceed in the appropriate way to achieve their objectives. A leader serves as a conduit between the Target and the Followers. His function is critical, and he has solutions to all difficulties and is confident in his ability to succeed.

A technique by which an executive can manage, guide, and influence the behavior and work of others in order to achieve specified goals in a given scenario is known as leadership. A manager's capacity to inspire confidence and zeal in his or her colleagues is known as leadership.

Leadership is the ability to influence others' actions. It can also be defined as the ability to persuade a group to achieve a common purpose. Future visions must be developed by leaders, who must also drive organizational members to aspire to accomplish them.



"Leadership is the ability to persuade others to pursue stated objectives wholeheartedly," says Keith Davis. It is the human aspect that binds a group together and drives it to achieve its objectives."

**Leadership Styles:** Leadership is a social influence process in which a leader seeks out subordinates' voluntary cooperation in order to achieve organizational goals. (Effect of Leadership Style on Job-Related Tension and Psychological Sense of Community in Work Organizations, Bunmi Omolayo)

A leader can be defined as someone who delegated or influenced others to behave in order to achieve specific goals. (L. Mullins, Management and Organizational Behavior, Pearson Higher Education FT Prentice Hall, 2004).

## IMPORTANCE OF LEADERSHIP

Leadership is a critical management role that aids in maximizing efficiency and achieving organizational objectives. The following arguments support the significance of leadership in a company.

1. Initiates activity- A leader initiates action by presenting policies and strategies to subordinates, which is where the job truly begins.
2. Motivation- A leader demonstrates that he or she is a motivator in the company's operations. He inspires his staff through monetary and non-monetary incentives, and as a result, he receives labor from his subordinates.
3. Providing direction- A leader must not only monitor but also provide direction to his or her followers. Guidance in this context refers to teaching subordinates how to do their jobs properly and efficiently.
4. Instilling confidence- Instilling confidence in subordinates can be accomplished by expressing work efforts, clearly describing their function, and providing them with directions for achieving the goals. It's also crucial to pay attention to the employees' complaints and difficulties.
5. Increasing employee morale—Morale refers to an employee's willingness to cooperate in their task, as well as gaining their confidence and trust. A leader can increase morale by obtaining full cooperation from his or her subordinates, allowing them to perform to the best of their ability while working toward a common objective.
6. Creates a positive work environment- Management is all about getting things done via people. A productive work atmosphere promotes sound and consistent growth. As a result, a leader should keep human relations in mind. He should maintain personal contact with employees and listen to and resolve their issues. Employees should be treated with compassion.
7. Coordination- Coordination is achieved by balancing personal ambitions with organizational objectives. This synchronization can be accomplished by proper and effective coordination, which should be a leader's primary goal.

## LEADERSHIP STYLES

A leader's characteristic behaviors when directing, motivating, guiding, and managing groups of people are referred to as their leadership style. Political movements and social transformation can be sparked by great leaders. They can also inspire others to create, invent, and perform.

The leadership in the mirror is a new idea based on personal observations that stems from a ten-year study of 50 people who were formerly subordinates and are now in leadership positions. The 50 people were divided into two groups: the up-and-coming subordinates, who were inventive, difficult to lead, with managing abilities, initiative, and a personal approach to solving tasks, and who had problems with hierarchic leaders, most of whom were "democratic leaders"; and the Yes-man subordinates, who were methodical, punctual, scrupulous, and excellent executants, who matched the hierarchic leaders' dispositions exactly. To test batteries on leadership styles, the same participants in different roles (leaders and performers) were used (Questionnaire "Organizational climate" Questionnaire "Analysis of leadership styles" Questionnaire "Styles influence" and "Leadership Style Survey ") and have been seen and appreciated in the performance of tasks in the same view. Following this research we obtained the following results:

	Initial situation: subordinated led by a leader:		Actual situation: who became leaders	
	authoritarians %	democratic %	authoritarians %	democratic %
<i>Up and coming</i>	-	50	6	44
<i>Yes-man</i>	50	-	46	4

### Authoritarian Leadership (Autocratic)

Authoritarian leaders, also known as autocratic leaders, set clear expectations for what must be accomplished, when it must be accomplished, and how it must be accomplished. This leadership style places a great emphasis on the leader's directives as well as the followers' control. A significant distinction exists between the leader and the members. Leaders who are authoritarian make choices on their own, with little or no involvement from the rest of the group.

### Participative Leadership (Democratic)

Participative leadership, also known as democratic leadership, was determined to be the most effective leadership style in Lewin's research. Democratic leaders provide direction to group members while also participating in the group and allowing feedback from others. Children in this group were less prolific than those in the authoritarian group in Lewin's study, but their contributions were of higher quality.

### Delegate Leadership (Laissez-Faire)

Delegate leadership, often known as laissez-faire leadership, was shown to be the least productive of the three types by Lewin. This set of kids also put more pressure on the leader, exhibited little teamwork, and couldn't function independently. Delegate leaders provide little or no direction to group members and let them make their own decisions. While this approach can be beneficial in instances when highly trained professionals are involved, it frequently results in ill-defined roles and a lack of drive.

### Transformational Leadership

Transformational leadership is a management style that encourages, inspires, and motivates people to innovate and generate change in order to help the organization grow and influence its future success. This is accomplished through executives leading by example with a strong sense of corporate culture, employee ownership, and workplace independence.

Transformational leaders inspire and motivate their teams without micromanaging; instead, they trust their staff to make decisions in their areas of responsibility. It's a management style that encourages staff to be more creative, think ahead, and come up with fresh answers to old problems. Through mentorship and training, employees on the leadership track will be prepared to become transformational leaders themselves.

### Transactional Leadership

The leader-follower relationship is viewed as a transaction in transactional leadership. The individual has committed to obey the leader by accepting a position as a member of the group. In most cases, this entails an employer-employee relationship, with the follower fulfilling necessary tasks in exchange for monetary pay.

One of the most significant advantages of this leadership style is that it establishes distinct responsibilities. People are aware of what they must accomplish and what they will receive in return. Leaders can use this technique to provide a lot of oversight and direction if necessary.

### Situational Leadership

Situational theories of leadership stress the significant influence of the environment and the situation on leadership. Hersey and Blanchard's leadership styles are one of the best-known situational theories. First published in 1969, this model describes four primary styles of leadership, including:

1. **Telling:** Telling people what to do
2. **Selling:** Convincing followers to buy into their ideas and messages
3. **Participating:** Allowing group members to take a more active role in the decision-making process
4. **Delegating:** Taking a hands-off approach to leadership and allowing group members to make the majority of decisions

---

## ROLES OF LEADERS

The tasks of leaders are not limited to creating an agreeable and pleasant workplace atmosphere and directing and guiding the workers in the appropriate direction toward the achievement of corporate goals, but they are also extended to other areas. When leaders and employees build good terms and connections with one another in the workplace, they even engage in pleasant casual chats with one another.

**Negotiator** - A negotiator is someone who engages in formal negotiations with others in order to obtain a consensus (Chapter – 3. Leadership, n.d.). He is the opposing party's sole point of contact. The negotiator's responsibility is to make it clear from the start that they will be the only point of contact during the negotiating process. Furthermore, they state that they are not the only ones who participate in decision-making processes, but that there are others who offer their opinions as well. They ensure that communication processes are efficient and that there are no conflicts or disagreements among persons.

The trainer or teacher is referred to as a coach. The coach's primary responsibility is to provide folks with the required knowledge to enable them to comprehend issues. They also assist folks in achieving their desired goals and objectives. When leaders are enthusiastic about their jobs, they not only want to provide information to people so that they can gain a better understanding of concepts and lesson plans and achieve their objectives, but they also want to prepare them to become moral and ethical human beings and productive citizens of the country. To effectively perform the function of a coach, leaders must conduct research on a regular basis and expand their expertise and understanding. As a result, when leaders work as coaches, they are able to contribute effectively and efficiently so that individuals can succeed in their roles.

The guide is the person whose job it is to lead people through unknown areas. Individuals who are unsure of which guidelines to follow require aid and support from the guide. Individuals who guide others to common goals, such as education and wisdom, are also referred to by this name. When individuals are bewildered and uninformed of how to achieve their intended aims and objectives, the guides must remove their perplexity, increase knowledge in numerous areas, and assure they are on the right track. As a result, it is generally understood, and the role of leaders as guides is recognized and valued in achieving professional and personal goals.

**Counselor** - Individuals encounter a variety of challenges when pursuing their education and working in various contexts, which can be overwhelming. These issues mainly revolve on learning, home, family, finances, health, and so forth. One of the main goals of the individuals is to overcome problems

in these areas and prevent them from becoming severe issues. As a result, they solicit thoughts and suggestions from others for this goal, particularly when they are unable to solve problems on their own. Employees can also function as counsellors in the workplace when they face difficulties in their job performance. As a result, when leaders effectively perform the position of counsellor, they are able to assist individuals in resolving problems and achieving their goals and objectives.

**Advisor** - When it comes to implementing the job of the advisor, leaders typically have a deeper understanding of the relevant subject, thus they are capable of doing so. When the leader takes on the job of advisor, they provide folks with accurate knowledge in a variety of areas. Advisors are considered part of the leadership team, whereas consultants are those who perform functional duties. Advisors are appointed in higher educational institutions and are responsible for guiding and leading students through the various steps involved in pursuing academic programs. When leaders have precise and adequate knowledge in a variety of fields, they may effectively perform the duties of advisors. As a result, it can be claimed that the functions of leaders as advisers can be beneficial and effective for individuals.

**Mentor** - A mentor is someone who gives knowledge about a mentee's career path with him or her. Furthermore, they provide direction, inspiration, emotional support, and role modeling. Exploring prospects, creating goals, developing contacts, and discovering resources are all crucial aspects to consider while deciding on a career path. The mentor's job is to guide the less experienced persons by establishing trust and demonstrating constructive behavior. When people receive ideas and suggestions from mentors, they must develop favorable attitudes and trust them. As a result, it is critical for leaders to take on the role of mentor and assist others in achieving their intended goals and objectives.

**Friend** - When leaders and employees create pleasant and friendly terms and connections with one another, they are more likely to engage in informal interactions. Apart from work-related issues, employees are free to discuss personal matters with their bosses. When leaders listen to personal issues and offer helpful advice, they are acting in the position of a friend. When the leaders have a friendly demeanor, the other employees feel at ease and comfortable in the workplace, and they are able to focus fully on their responsibilities. Individuals are clearly confronted with difficulties. As a result, when leaders adopt a welcoming demeanor, they will make a substantial contribution to providing assistance. As a result, it is commonly acknowledged that the leaders' function as friends will benefit individuals to a large amount.

**Motivator** - It is widely recognized that all members of the company must build motivation and excitement for the accomplishment of their responsibilities and activities. They must develop favorable attitudes and do well in their jobs. In terms of work obligations as well as the organization as a whole, leaders must develop motivation, interest, and passion among the members. The term "motivation" refers to the process of influencing people's attitudes toward employment. Giving awards and incentives is one of the most popular techniques of motivating people. Members will work carefully and sincerely toward the completion of their job obligations if they believe rewards and incentives will benefit them in furthering their career chances. As a result, all sorts of organizations recognize the importance of leaders as motivators.

Individuals are able to carry out their job duties properly and contribute efficiently to the attainment of organizational goals when they operate in a team inside various types of organizations. The leaders' duty as team builders is to raise awareness among individuals about the importance of working as part of a team and to encourage mutual understanding. Individuals can benefit from working in a team in a variety of ways, such as receiving support and assistance from others in performing well in their job duties, enhancing their abilities to cope with challenges, gaining a sense of job satisfaction, forming pleasant and amiable terms and relationships with others, and so on. The formation of teams is usually the responsibility of the leaders. As a result, the function of leaders as team-builders is considered as a crucial one.

**Director** - The director is the person in control of the entire department or organization. He has the authority and duty for managing and administering the duties and functions of the entire organization. He oversees his subordinates and ensures that they are doing duties and activities in a well-organized manner and are committed to achieving the intended goals and objectives. The director's job is to point others in the proper direction. The director is in charge of the organization's membership selection, production methods, design, structuring, and all other activities. As a result, the role of director is one that individuals in positions of leadership must pay close attention to on a regular basis.

---

## CONCLUSION

Leaders should be commended for their contributions to staff development and company effectiveness. He instills devotion and dedication in his employees. Employees' performance is directed in the appropriate direction by him. He is continually looking for correlations between efforts and outcomes. A leader, like a hallmark, demonstrates the purity and trustworthiness of gold. Organizational commitment, dedication, and honesty. His vision is to develop employees and increase their efficiency in order to achieve the required results. Leadership qualities must be implemented at all levels of educational institutions, as well as in a variety of businesses and households. As a result, those in positions of leadership must devote time and effort to improving these talents on a regular basis. The distinctions between leadership and management are described in terms of several factors, such as defining a schedule, developing a network to meet the schedule, execution, and outcomes.

---

## REFERENCES

- [1] Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, "Marketing Management" Pearson, 13<sup>th</sup> Edition, 2009.
- [2] Dr. T.N.Chhabra, "Communication for Management" Sun India Publications, Present Edition 2009-10.
- [3] Roger D.Blackwell, Paul W.Miniard, James F.Engel, "Consumer Behaviour" Ch.09ppt, 10<sup>th</sup> Edition
- [4] C.N.Sontakki, "Marketing Management" Kalyani Publishers, Second Edition 2010.
- [5] P.K.Agrawal, Manoj Kumar, "Consumer Behaviour" Pragati Prakashan, Second Edition 2009.

- [6] Dr.T.N.Chhabra, Dr.S.K.Grover, "Marketing Management" Dhanpat Rai & Co. (Pvt.) Ltd, Fourth Revised Edition 2010.
- [7] Rajan Saxena, "Marketing Management" Tata McGraw-Hill Publishing Company Limited, 3<sup>rd</sup> Edition 2008.
- [8] Rajan Saxena, "Marketing Management" Tata McGraw-Hill Publishing Company Limited, 3<sup>rd</sup> Edition 2008.
- [9] <https://www.managementstudyguide.com>
- [10] <https://www.researchgate.net>