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Introduction

As opined by Zeike *et al.*, (2019), Leadership is the most essential component that is required to make thoughtful decisions about any business organisation. It is the strength and capability that help all of the methods, guide initiatives and steer the employees to achieve goals. In this study, the main focus goes on how skills of leadership helped the students in their future goals. This study also consists of detailed information about those jobs which need to collaborate with other organisations and some of the skills are also included in this report. In this study application of the theory is described here and leadership theories are also mentioned in this report.

Brief information about the job of the peer and leadership skills which are required

According to Guzmán *et al.*, (2020, p.543), Leadership skills are the strengths and abilities which could be demonstrated with the help of some of the major processes and guide initiatives towards the goals. In this part, the main focus goes on the role of a *Digital Marketing Manager* and how leads his business role is described here. A *digital marketing manager* is a person who plans and develops project ideas and helps to post which will attract the best and most qualified candidates. As a digital marketing manager that person develops digital marketing strategies which are studied by economic indicators. Another role of him is he tracks the changes which are needed for supply. Being a leader he manages his team members by planning and various other campaigns would help him to guide the staff members. On the other hand, he is bound to collaborate with the interns. The Digital marketing manager collaborates with the intern team members to create landing pages and optimize the experience of the user (Lee and Ko, 2019, p.1013). With the help of the team members, he identifies critical problems and critical conversion points and drops those points which need to be improved. The digital marketing manager is the person who maintains their staff by recruiting, orienting, and selecting and he also helps to bind his team members. One of the crucial roles of the digital marketing manager is he maintains the marketing staff by coin selling and disciplining the employees, planning and monitoring the results of the job. The Digital marketing manager has some major leadership skills such as creating and building up client relationships and managing various processes. The leader is proficient in marketing research and statistical analysis which helps the team



members to be able in developing budgets. The digital marketing manager guides his team members in building better relationships with the client.

² Analysis from the interview about the skills which helped the peer that needs to be successful

The interviewer observed how the employees listen to them and how much they will be honest in their workplace. The skills of the interviewer are important because it gives potential to the employer and also provides confidence which will help them to complete their tasks and perform their job duties according to time. The skills of a Digital marketing manager are needed because of creating effective strategies that help to spread awareness through social media channels. His skills of him ensured the websites of the company deliver a better user-friendly experience.

One of the major skills of the Digital Marketing manager is they *can analyze data and build up insights* (Olson et al., 2021, p.285). By considering the peer-reviewed interview session, it has been portrayed that Digital marketing managers have to possess “*data analytics skills*” to understand research on the business market and competitor’s status for achieving the marketing goals. The analytics of digital marketing are much above web analytics and the performance of the websites. As per the interview skills are necessary and considered a key factor because it give of how the data is shaped. After the interview procedure, those candidates are selected who have good skills in project management for holding the position of the chosen job role (Herhausen et al., 2020, p.276). The candidates are selected based on their skills in project management and ensuring the projects are needed to be completed on time. They interview candidates who have good standards of meeting which helps them to get the organisational needs and this helps them to achieve the growth of the company.

The digital marketing manager has the capability of different technologies and they also have measurements which are required at the time of multitasking (Nuseir and Aljumah, 2020, p.310). They have the skills of directing and leading internal teams and external teams that help them to manage the projects. It has been observed from the interview that different candidates have followed different leadership theories. From



the interview session, it has been revealed that some of them follow transformational leadership styles which indicates that this type of leader works with team members and follows beyond the immediate self-interests for identifying the changes. Another leadership theory which is also identified after the interview is the autocratic leadership theory, this type of leader alone controls all of the decisions and takes a few ideas from the team members. The interview has indicated that this type of leader makes choices and they also make decisions from their own beliefs and they do not want to involve others to make suggestions.

Those candidates who follow autocratic leadership theory in their professional works have the ability to make their own decisions and when the decisions are made they impose that thing and expect obedience. The interview also revealed another leadership approach which is democratic leadership which is actively related to those people who are being led and this type of leader often seeking for input and feedback from the subordinate.

An application of the theory which explains the findings

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Fiedler's Situational Theory of Leadership

Fiedler's Situational leadership theory is applied to understanding leadership methods. For instance, the model mainly focused on completing the tasks and building good relationships with the team members (Jibirin Salihu, 2019, p.1). By following this leadership theory the digital marketing manager provides the opportunity that could be helpful for the organisational performance. This leadership model is applied in the corporate sector and also in the education sector. As per the role of this leadership theory, the leaders could guide the employees and they also get an opportunity to manage the team members effectively. When the team members could not operate properly then following the rules of this theory the leaders would guide them and evaluate the fact that they are in a good working relationship. By applying this type of leadership, the digital marketing manager mainly focuses on building good relationships in the working place and many cases this type of manager reduces conflict in the working place. According to the model, when LPC leaders are in charge of a specific group by building good relations they find the best suitable solutions to replace the high LPC leaders (Buribaevich, 2023, p.153).



Great Man theory is another theory which is followed by the digital marketing manager. As per the description of this type of leadership theory it is proved that the great leaders they are born are not made. It has been observed that great leaders have lots of natural traits that make them perfect leaders. The digital marketing manager mainly arose as a good leader when it is needed. According to this theory, those leaders are chosen who have natural traits and who possess certain characteristics that would be better for the organisation. After the experience from the interview, The leadership theory also evaluates those ways which have the chance to motivate the team members. By following this theory the leaders enhance their power which offers them the chance to lead the staff members. Following this theory of rules makes a leader who can achieve good leadership skills (Munna, 2021, p.21).

A review of self-experience in leadership and areas that are required to development

Kolb's reflective model

Concrete experience

After the discussion of the whole experience, I have observed that every leader needs to follow some leadership theories which make them more special than others. In this context, I have learned from the analysis of the role of the Digital marketing manager and it provides me with the knowledge about the responsibilities of being a leader. I believe after getting ideas from the interview I have learned about various leadership skills such as teamwork, and communication skills. I also learned about different kinds of leadership theories those leadership theories would guide me to enhance my skills. After achieving those skills I would utilise them in future. I have come across two leadership models such as the *Great Man theory* and *Fiedler's Situational theory of Leadership* which would guide me to maintain my team members. The concept of this leadership theory would provide the chance to improve organisational skills (Wijnen-Meijer et al., 2022). I also get the chance to improvise my skills as a leader and I could utilise my skills to organise my team members. I believe after getting

knowledge from applying those leadership theories it would offer me the chance of being a good leader.

Reflective observation

I have gathered the experience of various leadership skills which would guide me to the chance of performing better in the workplace. After the analysis of the leadership skills, I would learn how to guide my team members. As per understanding the role of Digital marketing manager I have learned the ways they guide their team members. I also learned about some of the crucial roles that are eligible to develop budgets and financial planning has been organized by the digital marketing manager. With the help of analysis of the interview, I have learned about those skills that are necessary for the improvement of working as a leader. I also realised that different types of leaders follow different rules but among the I would like to follow the Autocratic leadership theory

Abstract conceptualisation

I have learned that leaders mainly encourage the participation of the team members at the time of the decision-making procedure and encourage the team members. For the reason of understanding the role of a leader, I have learned that the Digital marketing manager mainly empowers the people and they are not careful about having all of their power. After the description of leadership methods, it has been observed by me that it has been evaluated that the leaders mainly use those factors which could inspire the employees and are found in the interview. Identifying the role of leaders I would like to enhance my skills by understanding the theories. After the observation of my leadership skills, I have less knowledge about *team management skills* and I also would like to improve my *creativity skills* for doing new projects. I have learned that I need to work on my *technical skills* that would give a better chance to the team members.

Active experimentation

Objectives	Specific	Measurable	Achievable	Relevant	Timebound
To improve my <i>team management skills</i> to	These skills are specific because they would	Team management skills are measurable	Team management skills are he range of	this skill is relevant because it would help	6-7 months



support the team members	offer me an effective chance to create good relationship s with the team members.	by analysing the project and the team members' performanc e quality also increased because of the skills.	traits which help the leaders to effectively coordinate with the team members and supervise the group employees.	me to complete the task on time and it promotes unified strategies among the team.	
To enhance the <i>creative skills</i> for doing work on effective jobs	I believe Creativity skill is the skill that would help me to think about the problem differently. Being a leader would offer me the chance of doing the job on new projects as per these creativity	Creativity skills can be measured by reviewing the percentage of originality, flexibility and fluenciality.	Creativity skills help to achieve my goals because as per this new ideas could be included in the project.	These skills are relevant because I believe when I have asked different ideas from my team members it would enhance productivity.	6-7 months



	skills.				
To improve my <i>technical skills</i> for completing difficult tasks with the help of software	I believe I would use these skills for improving my technologic al knowledge and I would implement them in future.	This skill is measurable by attending the " <i>technical workshops</i> " and " <i>technical skill developme nt programme s</i> ".	The technical skills would guide me to achieve lots of new projects which is only possible with the help of technology.	I would like to improve my technical skills because it is relevant. After all, nowadays enhanceme nt of technology rises so fast.	5-6 months

Conclusion

After discussing leadership style it would be essential to complete the tasks with the help of team members. The theories would also guide the leaders to follow effective business theories. In this study application of the leadership, theories are mentioned and this could be effective for the business. Different leadership theories would be necessary for improving organisational performance. Here Kolb's Reflective cycle is also mentioned in this study which is necessary for the business organisation.

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Appendix

Questions

1. What leadership style do you follow?
2. What is your approach to conflict management?
3. What is the motivation behind your approach?
4. How do you assess employee performance?
5. What is your approach to employee encouragement?
6. How do you allocate tasks to your team members?

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