

## **Leadership styles**

Positive organisational outcomes are produced as a direct result of the various associated leadership styles on employee performance. This study will offer fresh empirical data on the connections between leadership styles (LS) and employee performance in small and medium-sized businesses in communication sector. The purpose of the study is to assess how management styles affect employee performance. It will be theoretically investigated and put to the test empirically in Kinshasa SMEs in the communication sector. Different leadership styles, including transformational, transactional, and laissez-faire, will be examined in the study in order to ascertain which style is most frequently used in Kinshasa to promote employee performance.

The data will be gathered in Kinshasa, a vibrant city in the Democratic Republic of the Congo with a large number of small and medium-sized businesses. To gather data for the study, qualitative techniques will be used including observations and interviews to understand this phenomenon in the workplace. The research will provide information and make recommendations to managers and leaders and advise them on how to keep employees committed to the organization's goal. The research may improve scientific and managerial knowledge in the subject of leadership and open new directions for effective leadership in SMEs, notably in the communications sector.