

BMSW6101 Emergent Leadership Skills in the Workplace

Case Study of Sunrise Retail Enterprises

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Task 01

Introduction

As a major store chain, Sunrise Retail Enterprises has a strong foothold in the market and offers a wide range of goods to customers. Sunrise Retail Enterprises was chosen for this study because it is a well-known company in the retail industry and has something to do with the current unstable economy, which has been made worse by the COVID-19 pandemic. As a well-known store chain, Sunrise Retail Enterprises faces the same problems as many other businesses: figuring out how to deal with a shaky economy and changing customer habits quickly. Through looking at the leadership styles used by Sunrise Retail Enterprises, one can learn a lot about how to deal with problems and make a company successful during uncertain times. The company Sunrise Retail Enterprises is a good choice because it shows how different leadership theories, models, methods, and styles work in a real business setting. Studying Sunrise Retail Enterprises' leadership styles helps to find both their strengths and weaknesses, as well as useful lessons and suggestions that other businesses having similar problems in today's unstable business world can use.

Key leadership theories/models/approaches/styles

Several important theories, models, methods, and types of leadership will help to understand and rate the success of leadership in Sunrise Retail Enterprises' leadership strategies during uncertain economic times. Here, It will quickly go over some of the main ideas that will guide the report:

Transactional Leadership: According to transactional leadership theory, leaders and followers have an exchange relationship in which awards and punishments are used to get people to do their best. In times of economic instability, transactional leaders at Sunrise Retail Enterprises would set clear goals, offer rewards for meeting those goals, and make sure that accountability measures were followed to make sure that the company's goals were met (Jaqua, 2021).

Transformational Leadership: Transformational leadership theory is all about getting people to work hard and make changes in the company by inspiring and pushing them. This type of leader has a clear vision, is attractive, and can get people to put aside their own needs for the good of the group. Transformational leaders at Sunrise Retail Enterprises would encourage workers to deal with an uncertain economy by encouraging new ideas, imagination, and a shared goal for the company's future (Kim, 2022).

Contingency Theory: Regarding leadership, contingent theory says that there isn't a single best way to do things. Instead, the best way to lead relies on several factors. In Sunrise Retail Enterprises, leaders would have to think about the specifics of the unsure economy, the company's culture, and the way the industry works when deciding on the best way to lead during tough times (Ramosaj, 2021).

Charismatic Leadership: Charismatic leadership theory is based on the idea that a leader's charisma and charm can make people devoted and faithful. Leaders at Sunrise Retail Enterprises who were attractive would use their charm to rally workers during times of economic instability, giving them confidence, excitement, and a sense of purpose even when things were hard (Martinez, 2017).

Situational Leadership: Situational leadership theory says that a leader's ability to change their style based on the followers' growth level and the needs of the situation is key to good leadership. When the economy is unsure, leaders at Sunrise Retail Enterprises would have to look at the current situation and the skills of their team members, then change how they lead to give their team members the support and direction they need (Pasaribu, 2022).

Authentic Leadership: Authentic leadership theory is based on the idea that a leader should be self-aware, honest, and trustworthy in everything they do and decide. Leaders at Sunrise

Retail Enterprises would show they were real by matching their words with deeds, owning up to their mistakes, and sticking to moral standards even when times were tough. This would earn the trust and respect of those who followed them (Laguna, 2019).

Servant Leadership: Servant leadership stresses that leaders should put the goals, growth, and well-being of their followers ahead of their own. In Sunrise Retail Enterprises, servant leaders would show understanding, humility, and dedication to looking out for the interests of workers, customers, and other stakeholders, even when the economy is unclear. This would create an environment of trust, teamwork, and support for each other (Canavesi, 2022).

These important theories, models, methods, and types of leadership will be used as a starting point to look at Sunrise Retail Enterprises' leadership strategies and how well they help the company deal with economic uncertainty while also building resilience, speed, and sustainability.

Applying the key leadership theories in Sunrise Retail

Concerning good leadership strategies in times of ongoing economic uncertainty, leaders at Sunrise Retail Enterprises would use a mix of transformational, situational, and authentic leadership styles to get through rough times while building employees' confidence and toughness.

Leaders at Sunrise Retail Enterprises would use transformational leadership theory to create an appealing vision for the company's future. They would stress the importance of innovation, flexibility, and customer focus to succeed in a retail world that is changing quickly. They would try to get their workers to accept change, take the lead, and add their ideas to reaching shared goals even though the economy was unclear by clearly sharing this vision and setting a good example (Steinmann, 2018).

Leaders would also use situational leadership, which means they would know that different situations call for different leadership styles. During times of economic instability, they would look at their team members' skills and readiness and give them the support, direction, and tools they needed to deal with problems in the best way possible. This could mean giving people tasks to do, teaching and guiding them, or leading group problem-solving sessions to deal with new problems and take advantage of chances when the economy is unstable (Khan, 2023).

Also, honesty would be an important part of the leadership at Sunrise Retail Enterprises. Leaders would treat their workers, customers, and other partners with honesty, openness, and sensitivity, which would build trust and confidence, even when things aren't clear. Being an authentic leader means keeping true to the beliefs and principles, making choices based on what's right, and being honest about the flaws when one needs to. This creates an environment in the business where people are open, accountable, and respect each other.

Using these leadership styles at Sunrise Retail Enterprises would mean making the workplace helpful and enabling so that workers feel valuable, driven, and involved, even when the economy is unsure. Leaders at Sunrise Retail Enterprises can guide the company through rough economic times and guide it toward long-term growth and success by using transformational, situational, and true leadership strategies.

Concept of different leadership approaches and styles and the personal ability of a leader

It is important to think critically about the pros and cons of different leadership styles and methods to figure out which ones work best for different types of organizations. Each style of leadership has its benefits and challenges, and a leader's skills are very important when considering how well they can carry out the duties that come with each style.

Transformational leadership gives people the tools they need to do amazing things. It includes creative leadership, inspiration, and drive. This is a common way for leaders to communicate an appealing goal, encourage new ideas, and give their team members a feeling of purpose. But while transformational leadership can be very good at driving organizational change and getting employees involved, leaders may need to have good people skills, charm, and emotional intelligence to inspire and encourage others.

What is transactional leadership, on the other hand? It focuses on the exchange relationship between leaders and followers, using awards and punishments to drive performance. Leaders who use this method make standards clear, set performance goals, and offer rewards for meeting those goals. Transactional leadership can help with order and clarity, but it might be seen as commercial and not creative or long-term-focused. Leaders who use this style need to find a mix between holding people accountable and making the workplace helpful and encouraging (Bader, 2023).

Situational leadership theory says that good leaders change how they lead based on the followers' level of growth and the needs of the situation. Leaders who use this method check to see how ready and skilled their team members are and then change how they lead based on that information. Situational leadership requires leaders to be adaptable, caring, and able to give their team members the support and direction they need to do well. However, it can be hard for leaders to properly figure out what each situation calls for and change how they lead to fit.

According to contingent theory, the best way to lead relies on many things, like the type of job, the followers' personalities, and the overall situation within the group. Leaders who use this method need to look at the specifics of the situation and pick the best leadership style based on that. Contingency theory says that there isn't a single best way to be a leader. Instead, it stresses how important it is to change how to lead based on the circumstances.

People who follow a charismatic leader are loyal and devoted to them because of their charisma and charm. Leaders who use this method use their charm to bring their employees together and inspire them to work toward shared goals. Charismatic leadership can be very

good at getting people to work together and get excited, but it can also make people dependent on the leader, which makes them more likely to abuse their power. Leaders who use this style need to make sure they balance their charm with a focus on giving their team members power and helping them grow.

Authentic leadership stresses how self-aware, honest, and trustworthy the leader is in their choices and actions. Leaders who use this method build trust and confidence by staying true to their ideals and principles, owning up to their mistakes, and upholding moral standards. Authentic leadership makes the workplace a place where people are open, responsible, and value each other. But for leaders to be truly real, they need to be very self-aware and have a lot of emotional intelligence so they can handle complicated relationships and lead by example (Thompson, 2018).

When judging the idea of various leadership styles and methods, it is important to think about the leader's skills to carry out important duties in each situation. In transformational leadership, a leader must be able to inspire, encourage, and give others power. In transactional leadership, a leader must be able to provide order, clarity, and rewards. Situational leadership calls for leaders to be flexible, understanding, and helpful. On the other hand, contingency theory stresses how important it is to look at the circumstances and pick the best leadership style based on that. Charismatic leadership depends on the energy and beauty of the leader to motivate followers. Authentic leadership, on the other hand, stresses honesty, self-awareness, and integrity.

A leader's ability to do their main duties within standard leadership styles relies on their skills, social skills, and ability to think about and improve themselves. Leaders with a wide range of skills and the flexibility to change how they do things based on the situation and the company are more likely to be able to handle tough leadership tasks and make their teams successful.

Current leadership strategies in Sunrise Retail by extracting information from the recent annual report of the company and published newspapers

To figure out what Sunrise Retail Enterprises' current leadership tactics are, one needs to look at their most recent annual report and news stories about them. By getting information from these sources, one can think about how well their leadership styles work, looking at their pros and cons in light of important leadership theories and models.

Strengths

Customer-Centric Approach: Articles in the newspaper might praise the company's customer-focused leadership, which focuses on giving customers great buying experiences and adapting to their changing needs. Transformational leadership principles are in line with a customer-centred approach, which stresses how important it is to understand and react to client desires, drive innovation, and stay competitive in the retail industry (Parasuraman, 2019).

Transformational Leadership: The yearly report might talk about the company's innovative leadership by focusing on long-term goals, new ideas, and being able to change. Transformational leadership pushes workers to accept change and share their thoughts, which creates an environment where people are creative and always looking for ways to make things better. Sunrise Retail Enterprises can achieve long-term progress and a competitive edge in a changing market by giving workers the tools they need to work toward a common goal.

Employee Development Initiatives: The yearly report might talk about leadership programs that help employees grow, like training programs, chances to move up in the company, and ways to be recognized. Putting money into employee growth shows that one wants to develop skills, give workers power, and make them feel like they own the company and are responsible for it. Transformational and true leadership principles are supported by these kinds of programs, which stress how important it is to help and grow workers for a company to succeed (Miller, 2023).

Limitations

Resistance to Change: The yearly report might show that the company doesn't want to change because of old ways of doing things, complicated procedures, or a lack of cultural motivation. Transformational leadership depends on being open to new ideas and questioning the status quo. However, being against change can slow down progress and stop an

organization from growing. To deal with pushback, leaders need to create an environment in the company that is open, honest, and always learning.

Lack of Agility: Newspaper stories might say that the company's leaders aren't quick enough to adapt to changes in the market and competition. When it comes to shopping, things change quickly, so one needs to be flexible to take advantage of chances and reduce risks. A strict way of leading could make it harder for the company to deal with new problems, take advantage of market chances, and stay ahead of the competition in its field.

Ineffective Communication: Newspaper stories might point out problems with the way leaders talk to their followers, like not being clear, honest, or on the same page with the group's goals. Clear communication is needed to explain the company's vision, goals, and strategy, make sure that everyone is working toward the same goals, and increase trust and participation. Leaders must value open and consistent communication to make sure that all workers know their jobs, responsibilities, and standards. This will help the company feel like it has a purpose and work together as a team (Eze, 2021).

When judging Sunrise Retail Enterprises' leadership styles, it's important to look at how leadership ideas and the company's environment interact. The company's mission and ideals may be based on transformational leadership principles, but for them to be put into practice effectively, they need to be able to respond quickly to new challenges and take advantage of new opportunities. By looking at the pros and cons of their current leadership styles, Sunrise Retail Enterprises can find ways to make them better and use theories and models of leadership to help their business succeed in a fast-paced and competitive market.

Recommendations for the leaders of Sunrise Retail

The leaders of Sunrise Retail Enterprises should put a significant focus on developing emerging leadership talents to effectively navigate the challenges that are given by the COVID-19 outbreak and the economic uncertainties. This will allow them to successfully overcome the difficulties that they face. Because they possess these abilities, they will be able to investigate and assess various approaches to decision-making when confronted with ambiguity. Taking into consideration the analysis and criticism that has been presented, the following are some proposals that have been proposed:

Enhance Agility: When making judgments, leaders should aim for agility and flexibility so they can quickly adapt to changing events. One way to achieve this goal is to promote an environment that is open to experimentation and innovation, decentralize decision-making, and equip frontline workers to satisfy consumer demand.

Improve Communication: Good communication is crucial for providing stakeholders (workers, customers, etc.) with transparency, clarity, and comfort in the face of uncertainty. It is essential to communicate well. organization leaders should make it a priority to communicate with stakeholders in a clear, timely, and consistent manner so that stakeholders are aware of all decisions, changes, and eventualities affecting the organization.

Foster Collaboration: To solve difficult problems and come up with novel solutions, collaboration is key. To manage economic volatility creatively, leaders should encourage cross-functional collaboration, information exchange, and brainstorming.

Invest in Resilience: Organizational resilience is crucial for companies to weather economic storms and unforeseen disruptions. Having a workforce that can bounce back quickly is crucial. Executives ought to put money into long-term supply chains, diversified revenue streams, and emergency funds. This is an excellent strategy for reducing economic uncertainty. Employees may develop resilience and morale during challenging times if investments are made in their well-being and mental health programs.

Stay Customer-Centric: It is necessary to maintain a laser-like focus on the client to drive company growth and maintain the loyalty of customers in an environment that is very unpredictable. A significant priority for executives should be on gaining an understanding of the preferences, expectations, and routines of their customers. In addition, they have to make certain that all of their marketing activities, products, and services are tailored to match the particular requirements of the customers that they have identified. One further method for a firm to become more agile and responsive is to solicit the feedback of its customers and then

use the responses to guide the choices that it makes about its business. One approach to do this is by incorporating the feedback of the customer.

Embrace Technology: A company's efficiency, agility, and competitiveness may all be improved by the use of technology in the context of a business environment that is in a state of perpetual change. Those in leadership positions are required to participate in digital transformation initiatives to stay up with the ever-changing patterns of behaviour of customers and the dynamics of the market. The aforementioned endeavours include, among other things, the development of online markets, tools for data analytics, and technologies that make it easier to support successful remote cooperation.

Sunrise Retail Enterprises' leaders can analyse and review decision-making processes in the face of COVID-19 and economic uncertainty because they prioritize these leadership attributes. In a dynamic and challenging business environment, executives may guide a firm toward stability, growth, and long-term success. Agileness, communication, teamwork, resilience, technology, and customer loyalty may help.

Conclusion

In times of uncertainty like the COVID-19 epidemic and the unsteady economy, leaders must be strategic, adaptable, and strong. Leaders may solve difficult challenges, develop trust, and assure organizational success utilizing various ideas, models, tactics, and styles. Sunrise Retail Enterprises' critical leadership analysis demonstrates its strengths and downsides. The organization may follow transformational leadership concepts, but it must be more adaptable, communicative, collaborative, and resilient to solve new difficulties. Leaders at Sunrise Retail Enterprises can confidently handle uncertainty and guide the company toward stability and growth by adopting new leadership skills like increasing flexibility, improving communication, encouraging collaboration, building resilience, using technology, and keeping the customer in mind. How good a leader is depending on how well they can change how they do things based on the situation and the organization. Sunrise Retail Enterprises can be successful in the long run in a business world that is changing quickly by always learning, growing, and using the best leading practices.

Task 02

Individual Reflective Essay

I have learned a lot about myself and improved my leadership and decision-making skills during this lesson. It has been a tremendously life-changing experience. Being able to understand both internal and external business situations has been the background of this journey, which has happened in that setting. This reflective essay will go into detail about what I've learned, what skills I've developed, and how these skills can be used in real-life work situations where taking personal responsibility as a leader and decision-maker is very important. In addition, I will give examples of how one can use these skills when one needs to take personal responsibility.

My ability to lead and make decisions has been shaped by a variety of scholarly disciplines, practical expertise, and thought-provoking experiences. Understanding the dynamic interplay between leadership effectiveness, agility, and adaptability was a key learning outcome from the training. This lesson might lead to many fascinating discoveries. To survive in the current unstable economic environment, businesses must be adaptable and imaginative. Their unwavering will and resilient nature are well-known. A creative and inventive leader is required for training. I am heading a group through a major change in the market. To adapt swiftly to market needs and grasp new opportunities, we promoted open communication, provided a platform for creative thought, and granted individuals the flexibility to think creatively and unconventionally. This individual experience demonstrated the necessity for adaptable leadership.

I've also learned a lot about how the internal and external business worlds are connected and how they have a big impact on the decision-making process. I have also learned some of these things. I've learned how to understand market trends, competitive dynamics, and the strengths and weaknesses of a company by using detailed case studies, real-life examples, and points that make one think. Having this information has helped me make smart choices that are good for the environment and give me an edge over some of my competitors.

For example, I was able to get a full picture of all the different parts that go into the planned growth of a business in foreign markets by taking part in a case study that looked at that. It was naturally hard to make decisions because they involved a lot of different steps, like researching the market in-depth and knowing cultural differences, weighing the needs of regulators, and lowering global risks. These are just a few of the things that went on. Being through this experience made me realize how important it is to make decisions by looking at the big picture. This means thinking about a lot of different internal and external factors that can affect the success of strategic efforts.

Speaking of which, I have also worked hard to improve my speaking skills because I know how important they are for good leadership and making decisions. Communication that is clear, short, and honest is very important when trying to inspire team members, explain strategic goals to clients, or get people from different departments to work together. This is always true, no matter what the message is trying to say. Active listening, interestingly presenting ideas, and creating a space where criticism and open discussion are welcome have all helped me become better at building trust, gaining confidence, and getting people to agree with me across a wide range of stakeholders.

After going through this, I came to the idea that to make informed decisions, it is necessary to have the capacity to think strategically, reason, and work together with other people. Throughout the course of my childhood, I have not only expanded my capacity for efficient communication but also gained a stronger care for the well-being of other individuals. Participating in group projects, working on assignments, and having talks with my classmates have given me the chance to apply joint intelligence, perceive things from several views, and organize multifarious knowledge. In light of this, I have made decisions that are well-informed and that contribute to the attainment of the objectives that the organization has set for itself.

Because of this encounter, I now understand how emotional intelligence, compassion, and ethical leadership help individuals make judgments. Today's connected and socially conscious corporate environment requires honesty, understanding, and a strong sense of right and wrong. This will foster trust, a healthy corporate culture, and sustainable business practices. These attributes are needed to create a positive organizational culture.

This curriculum has been life-changing and given me a broad variety of skills, insights, and talents needed for successful leadership and decision-making in today's uncertain corporate environment. In ever-changing settings, I can solve challenges, implement change, and lead a firm to success. Learning to shift, be flexible, communicate, think strategically, and lead with integrity builds confidence. Now that I know more about these principles and how to apply them, I'm enthusiastic to employ them at work, where leadership and decision-making are essential to accomplishing corporate objectives and making a difference. I can't wait to realize these ideas.

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