

Assignment 1
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**Leadership and Management
Theory and Practice**

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INTRODUCTION

Leadership is defined as the ability of an individual to guide and influence other members of the organisation (Van Wart and et.al., 2019). Management is defined as the process of planning, organising the activities and resources to achieve specific goals and objectives within the organisation in appropriate manner. Leadership and management go hand in hand within the organisational process. *Procter and Gamble* is an American multinational consumer goods corporation which provides hygiene and personal health care products and services to the customers.

Therefore, the report will analyse a brief description and information about Procter and Gamble company. Further, leadership management theories and models will be explained in detailed manner. Moreover, the application of the application of theories and models will be described along with critical evaluation of impact of leadership at organisation. Finally, own experience of leadership and areas of development will be addressed in specific manner. At last, appendix will be included in the report consisting of leadership development plan.

MAIN BODY

□□Brief information about the chosen company

Procter and Gamble is an American multinational consumer goods company which distributes products and services related to hygiene and personal health care to the consumers in the market. The product portfolio of the company some years back also included the food, beverages and snacks for the customers. P&G has also announced that the company has sold 100 brands from its product portfolio so that the brand can focus on the remaining 65 brands which are in the market by gaining maximum profits and various other advantages in the market (*Branding the Master Brander (A): Positioning Procter & Gamble's Employer Brand, 2020*). Further, the focus of the company has been fairly on the international expansion so that the products and services of P&G are produced in the market significantly. This measures the aspect of further developments regarding setting the value and standards of the company. P&G therefore plays major role in delivering and providing the essential products to customers in the market.

Reviewing leadership management theories and models

Leadership and management play vital role in framing the overall structure of the organisation and this helps in creating value based results and achievement of goals which the company has framed to achieve them in the near future. When the organisation has leaders playing their significant roles and responsibilities towards the growth of the organisation then they are applicable for addressing the bigger achievements of the organisation which has been achieved overall. There are specific **leadership models** which are mentioned as -

Transformational Leadership Model - The transformational leadership is the approach which causes change in the social systems and individuals in the team (Sinclair and et.al., 2021). Valuable and positive change is observed in this leadership model which enhances the collaborative work performed by the team members. Transformational leadership focuses on transforming and supporting each individual within the team or organisation overall. With this model of leadership, leaders of the organisation can convert the negative work environment into positive one.

Authoritative Leadership Model – Authoritative leadership is the model in which the leader is aware of the mission which is to be accomplished and are working towards achieving their goals-and targets (Johnston, Kelly and Oliver, 2019). The leader also empowers the team members so as to take charge of their respective roles and responsibilities in achieving specific targets by collaborating with other team members within the organisation. The leader motivates and strengthens the team members so that the mission is accomplished significantly and on time.

Along with this, there are two major **management theorised** these are explained below –

System Theory of Management – The systems theory of management is defined as foundation of organisational development which helps the organisation to review the aspects related to the overall structure of the organisation (Roberts,2019). System refers to the collection of resources and activities which are undertaken as the major aspect relating to providing the information and details of the organisation. The theory includes systems and subsystems for included as appropriate structuring of the organisation. For example – HRM department in the organisation is subsystem of the organisation which interacts with the other subsystems within the organisation.

Human Relations Theory of Management – This theory of management focuses on the individual needs and behaviour. This theory also helps in adopting motivation within the team members. There are some main features of the human relations theory and these are mentioned as – communication, group dynamics, intergroup relationships, decision making processes etc. The theory is very helpful in establishing the basis of positive culture and work environment within the organisation so that the employees are loyal towards their roles and responsibilities.

Therefore, with the help of above mentioned models and theories of both management and leadership the organisation works in favour of providing more facilities to the employees which becomes an important part of the organisation (Gandini, 2019). Leadership and management are the basic concepts which are helpful in introducing the organisation towards the leaders and managers taking decisions and collaborating the team members towards achieving the goals and objectives for goals and objectives fro successful organisations helps in understanding that the leadership and effective management structure is beneficial for organisation.

Application of theories and models to the leader and critical evaluation of the impact of leadership at organisation

In Procter and Gamble, leader should follow transformational and authoritative leadership models which enables the team members and the leader to analyse their roles and responsibilities and leader is able to motivate the team members for achieving the goals and objectives framed for the

organisation (Marashdah and Albdareen, 2020). *For Example* –When P&G will focus on the **Transformational Leadership**, there are more chances that the organisation will achieve the targets more skilfully and significantly. The leader in the organisation will be focused towards motivating the team members and positive work environment will be evaluated.

The leaders of P&G should also focus on the significant characteristics displayed by **Authoritative Leadership** as this helps in initiating the aspects related to leader motivating and strengthening the team members so that the missions and the targets are achieved within the organisation in specific manner (Katsaros, Tsirikas and Kosta, 2020). This will also help in valuing the roles and responsibilities which are allocated to the team members by the leader. Moreover, it is also important for P&G to focus on the team members so that appropriate synchronisation of the activities and the tasks are completed on time.

However, for growth and overall development of P&G, it is evaluated that the organisation should also focus on the structure of management so that the decisions are taken on time by the leaders and this encourages effective communication within the team members also. *For Example - System Theory of Management* when focused upon by the organisation will help in systematically following the structure enabling the subsystem and the different positions of the managers and leaders within the organisation (Paaais and Pattiruhu, 2020). On the other side, P&G should also follow **Human Relations Theory** as this theory helps in undertaking certain important initiatives which enables the authoritative leadership and the transformational leadership to be followed by P&G.

Impact of Leadership in Procter and Gamble – It is identified that P&G can follow transformational leadership model as it helps to evaluate the overall organisations performance along with taking concern of the team members performance on the overall basis and this leadership style will also enable strong relationships between the team members and with the leaders significantly (Guhr, Lebek and Breitner, 2019). Leaders following good leadership style helps in progressing towards positive work environment and strong organisational culture to be followed within the organisation. Encouragement in learning and creativity is the basis to which team members skilfully contribute towards the growth and achievement of targets on time. If P&G follows transformational leadership style, then the organisation will accept the changes which are taken by mutual discussions and the team members and other employees will also follow the decisions which are made within the organisation. Therefore, it is suggested that P&G should follow transformational leadership which enables the changes within the organisation to be taken positively by the team members and leader of the company significantly (Sahibzada and et.al., 2021). With the help of this leadership style, the P&G will be able to enhance the performances over the years and for future growth on overall aspect in skilful and creative manner.

Reviewing own experience of leadership and areas for own development

Leadership is defined as the characteristic feature of leader leading the team to achieve the goals and targets within the organisation. Procter and Gamble have the best leaders who are engaged in contributing to the tasks and activities by contributing and creatively enhancing the work and the performance overall. P&G uses **transformational leadership model** which shows that the changes and transformations made within the organisation enables positive work environment and motivates the employees and team members within the organisation (de Araujo and et.al, 2021). I believe that transformational leadership model helps in maintaining workplace integrity which enables the aspects related to overall achievement of the results and completion of targets in specified manner. Moreover, I being the leader of P&G followed this approach along with my team members so that the changes and positive transformation within the organisation is skilfully done and this enhances the performance of team members.

By being a leader I have observed that I have built significant relationships with my team members and this has enhanced my team's performance over the period of time when different tasks and activities were undertaken. My team members have also build trust on me which has motivated me to take perform my responsibilities significantly. I have also become an expert by working on the activities and tasks which challenged my skills and abilities to be demonstrated in front of team members. But apart from this, I have also faced some issues and problems related to my skills which I was incapable of to deliver and fulfil while being on the position as a leader (Alrowwad and Abualoush, 2020). There are certain skills which I need to imbibe so that my leadership skills are improved and this will help me in my future professional and career opportunities. Also, by being a leader, I have farmed some strategies so that I am able to improve my skills and understanding and enhance my work experience. For this I have mentioned my areas of development which are – *I lack communication skills, I am unable to manage my time management skills, I also lack decision making skills*. These are my major key developmental areas which involves my skills to be improved such that I become good leader and imbibe positive leadership traits and characteristics.

Therefore, it is very important for me to improve my skills which are essential part of being a leader. I have also realised that by enhancing my skills I will be able to evaluate my performance as leader and will also create value towards understanding my roles and responsibilities as a leader (Pitelis and Wagner, 2019). This will lead me towards achieving my goals and will help me in my career development. I am also focused towards engaging into more creative work so that I am able to evaluate my performance overall. Improvement in the above mentioned skills will also enable me towards progressing in my career and will help me in maintaining good relations with my team members.

CONCLUSION

Thus, it was concluded from the above report that brief description and information about Procter and Gamble company was provided so that appropriate analysis about the company can be addressed. Further, leadership management theories and models were explained in detailed manner resulting to explain the importance of transformational leadership model within the Organisation. Moreover, the application of the application of theories and models were described along with critical evaluation of impact of leadership at organisation providing significance of transformation leadership model to be followed by Procter and Gamble. Finally, own experience of leadership and areas of development were addressed which provided the information about the improvement in the skills. At last, appendix was included in the report consisting of leadership development plan describing the activities, resources and time undertaken to improve the skills significantly. It has been also found that the company is focusing on the further development and changes in the near future so that the leaders and managers are capable to deliver their roles effectively.

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Appendix

Leadership Development Plan

<i>Objectives</i>	<i>Activities</i>	<i>Place</i>	<i>Date</i>
1. To improve my communication skills	To communicate effectively, I will engage into one to one conversation with my team members.	At the workplace	1 month
3. To improve my time management skills	I will work on my time management skills by scheduling my work to be completed in specific hours.	At the workplace	2 months
4. To enhance my decision making skills	By learning from the books and also taking particular decisions for the sake of the team members I will be able to improve my decision making skills.	At the workplace	3 months