

LEADERSHIP DEVELOPMENT PPT SCRIPT

Apurva Script

Slide 1: Opening Slide

Today we will be presenting about Leadership Development

Slide 2: Today's Agenda

We will be going through what leadership development is, what HRM and IHRM are, and the skills involved with leadership development.

Slide 3: Intro

Leadership Development is a set of activities that connect learning and practicing skills as well as capabilities, understanding oneself, and empowering others working to improve leaders. It is essential for any organisation's long-term success. To build effective teams, optimise your employees' competencies, and prepare the next generation of leaders; you must invest in leadership development.

The leader has a responsibility to inspire your team to get the best performance from them whilst catering for their needs and queries. Through this, the leader will gain and grow their intellectual competency and develop their self-awareness. They also have a duty to embrace innovative ideas from the creative minds of the team.

We will be going into further detail regarding HRM and IHRM and their respective issues in international and national markets. Furthermore, the qualities desired for a good leader and how they can develop leadership skills; this is better explained using a diagram showing the leadership development model. Also going in detail of the specific skills of general knowledge, self - leadership, group leadership, and business leadership.

Towards the middle of the presentation, we will be going through the similarities and differences between leadership and management roles and extracting their duties and the role they play in the function of an organisation.

Closing off, we discuss and identify the Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis) related to our case study, Vodafone to get a better understanding of the organisation and their priorities.

Slide 4: Aim and Objectives

The primary aim of any business is to make profit. It is essential for the growth and expansion of the business.

A business' objective consists of maximising profits and ensuring the highest level of customer satisfaction in addition with efficient use of time to maximise productivity and reduce competition whilst being sustainable throughout its organisation.

Slide 5: Organisation Case Study

To base our project, we will be using Vodafone as our case study to explore leadership development.

Vodafone UK is a British telecommunications services provider, and a part of Vodafone group, the world's 2nd largest mobile phone company and the 3rd largest mobile network operator in the United Kingdom. It operates in Europe, Africa and Asia. The name Vodafone comes from Voice data fone, chosen by the company to "Reflect the provision of the voice and data services over mobile phones." Vodafone has a primary listing on the London Stock Exchange and is a constituent of the FTSE 100 Index (it has a secondary listing on NASDAQ). As of 15th November 2022, the company has a net worth of \$33.12 billion with over 96,000 employees.

Ahmed Essam is the current CEO of Vodafone. The company was founded in 1985 by the Vodafone Group in order to expand their business to an international scale. Its headquarters are located in Newbury, Berkshire in England, UK.

Vodafone provide a range of mobile and fixed-line connectivity services across their markets, for both consumers and businesses. For example, they provide smartphone and mobile connectivity, broadband and Wi-Fi, Vodafone TV, roaming services and etc. They

have also partnered up with technology firms and other organisations to provide customers with better digital experiences.

Their mission includes capturing the potential of mobile to bring socio – economic, delivering progress against stakeholder expectations and ensuring that their operating standards are of a consistent and appropriate level across the organisation.

Their vision is to be one of the most trusted companies in the market and operate to ensure that their customers are satisfied with their service and in control of how they use it.

Their beliefs, values and ethical priorities are passion for customers, their people, results, and the world around them.

Despite great success in the west, they have struggled in Asia, especially in India. They reported higher expenses resulting in the consolidated loss after tax widened to \$916 million for the three months ended Sept. 30, from \$876 million, a year ago. Analysts expected the company to suffer a loss of \$850 million. Vodafone Idea said its subscriber base declined to 234 million in the first quarter, while total expenses rose by 10%. Post conversion with the government, the government will have a 35.8% stake in the company.

Viral Script

Human resource management is commonly known as HRM and is the design, implementation and maintenance of people, management strategies for optimum business performance and a company's compliance with applicable laws, regulations, guidelines, and specifications. The 1974 Health and Safety at Work Act states that all employees must receive proper training to ensure that health and safety procedures are understood and followed as well as a well-maintained safe working environment in which operations are carried out safely. Change management is the management of change and growth within a business or similar organisation. Compensation management is a highly specialised human resource discipline that manages and plans everything of financial value that an employer offers an employee in exchange for their work who are driven to succeed and go above and beyond.

IHRM refers to human resource management concepts and techniques including acquiring, training, and appraising employees and attending to their labour relations, health, safety, and fairness concerns.

When there are not enough available workers in the labour market, companies will hire people who are not qualified to do the job. This will harm the entire stream, usually causing a loss to the company. On the other hand, it will help in getting qualified workers.

Leadership development is how a professional improve their skills and qualities to be a more effective leader, but you need to push yourself; simply what is covered in your job description if you want to grow.

You should not feel threatened when someone disagrees with you at your workplace.

Keep an open mind and give merit where merit is due. It won't always be easy, but if you learn to value and respect others on your team, they'll be more likely to help you in your work. It is an advantageous skill to have when working on complex projects with short deadlines. The ability to expect and supply solutions to potential difficulties is priceless for workplace leaders.

When a team member requires inspiration, motivation or direction, simply provide it. Sometimes all a person needs is someone who will listen to their problems and empathise with them. It trains you for new challenges that you may encounter at the workplace, which is always a good thing for a leader in their organisation.

Nobody is perfect at everything, and they will see that the individual can learn to be a good leader. Instead of ignoring interpersonal conflicts and hoping they will disappear, they will speak privately about those involved. Good listeners understand that communication involves words and nonverbal cues such as eye contact and body language. Workplace discipline can be shown by always meeting deadlines, keeping appointments, and concluding meetings on time. If you are naturally disorganised, your work will be more difficult, but you can always start small. It won't always be easy, but if you learn to value and respect your team members, they will be more likely to help you with your work. Being a leader entails being a member of a team, and you should be able to motivate and inspire those who work with you to collaborate to the best of their abilities.

Leadership development has honesty meaning the employees should support honesty in entire organisations by creating a positive atmosphere. The leader should be in a regular manner because without having uniformity we cannot maintain the decisions and the programs that are being followed by the employees. On the other hand, the leadership development industry is in turmoil as the number of players offering courses to demonstrate the hard and soft skills required of corporate executives has increased dramatically. Despite this, organisations that spend billions of dollars training current and future executives are becoming disappointed with the results. Several far-reaching industry studies and our indepth interviews with clients show that more than half of high-ranking leaders believe their talent development determinations are insufficient for developing critical skills and organisational capabilities.

The speedy digitisation of content and interaction, which is underpinning and amplifying these trends, is reshaping the leadership development industry in significant ways. For starters, it enables the separation of low-cost elements of a program from the high-cost ones. The profitability of education providers is determined by their ability to combine

lowcost content (e.g. lectures, case studies, exercises, and ect.) with high-value experiences such as personalised coaching, project-based learning, and feedback-intensive group sessions. The more high-touch services a package includes, the more a provider can charge. Secondly, digitisation reinforces more efficient value delivery. Classroom lectures, for example, can be videotaped and viewed online by more students in their training to be analysed and improved upon.

Getting new knowledge and putting it into practice in the workplace necessitates results in significant behavioural changes, which the skills transfer gap indicates is challenging and expensive to achieve through purely didactic methods such as lectures, quizzes, and exams. PLC applications that measure, track, and shape user behaviour are a powerful way to make prescriptions and prescriptions actionable daily.

Historically, it was difficult for traditional leadership development players to provide an ROI on the various individual components of their bundled programs. However, the PLC enables measurement of skill acquisition and transfer at the participant, team, and organisational levels—on a per-program, per-session, and per-interaction basis. This will usher in a new paradigm of micro-optimisations in leadership education.

Arun Script

Leadership Development Models

In this we are going to learn the models of leadership development, which help us to develop our leadership qualities?

Mainly in this we have to learn about self-awareness of the employ in the organization or in the team which we are going to lead or doing work with the team on the project. Values of the organization and the senior employ and learning from them about the project on which we are going to work. Vision we should have a vision or the perfect plan on the project so we can do the work without any mistakes or fail. No one should point out you on the project you have done with your vision. Mission while you are presenting the project in front of the organization or the board members they should question you about the product or the work you have done with the goal you have to complete the project successfully.

Team work makes you to learn how to lead the employes and empower them to do the work in the organization by these we have to follow others and learn from the senior leaders. Cultivate, collaborate, develop, mentor, support.

Community or communication , engage, connect with the other employ with in the same team and discuss about the leadership development and improve their knowledge or the skills to grow their carrier and influence them by your project or character and make or change them to learn basic knowledge of the leadership development culture

General knowledge and skills

In this we are going to learn to develop our knowledge and the skills to develop the qualities of leadership. In the business you should have a minimum knowledge to start the business or join in the business organizations. Rather than that you need to have a good communication-skills because if you join in the organization you need to explain about the projects you have done in the past or the product which you are going to invite newly into the market by the new brand name. By manageing the time given by the organization you have to discuss about the project or the product you are going to invite into the market and manageing the team and the management in the organization. Presentation skills you need to make an eye contact and the story teller, make it interactive, smile and eye contact while presenting the project. Business law, also known as commercial law or mercantile law, refers

to the collection of regulations controlling inter-person interactions in commercial concerns, whether established by contract, national or international law, or both. the laws governing corporations, partnerships, and agencies are used to regulate business entities. the application of contract law and related areas to regulate business transactions. Company law is composed of statutes in nations with civil law; in nations with common law, it is composed of both statutes and the standard rules of equity and common law. The concept of legal personality and the theory of limited liability are the two fundamental legal principles that underpin all of company law. Almost all statutory regulations aim to either safeguard creditors or investors. An agent is a person who works on behalf of his principal to enter into contracts with third parties. There are several types of agency that are governed by law, including universal agency, where an agent is designated to manage all of his principal's affairs, general agency, where an agent is authorised to represent his principal in all transactions of a particular type, and special agency, where an agent is designated for a specific purpose and given only limited authority. The parties' actions, the demise, insolvency, or insanity of the principal or agent, frustration, intervening illegality, or termination of the appointment—whether express or implied—can all terminate the appointment. Every contract that is entered into has an impact on daily life according to business law. A contract is a legally binding agreement formed by two or more people that is enforceable by the courts. Contracts typically take the form of business bargains including some sort of exchange of products or services in exchange for a price. As such, they may be written or spoken, and in order for them to be regarded as binding, the following conditions must be met: an offer and an unqualified acceptance of it; an intention to establish a legal relationship; a substantial consideration; and sincere assent.

SELF LEADERSHIP SKILLS

Our internal drive to accomplish goals, produce results, grow, and continue going forward is what keeps us moving forward. Your self-motivation is what propels you forward when you're tempted to give up or simply don't know where to begin. It describes a person's capacity to remain motivated in the face of adverse circumstances and other individuals. Self-awareness is the capacity to concentrate on oneself and determine whether or not one's behaviours, ideas, or emotions are consistent with one's internal standards. You can regulate your emotions, match your conduct with your ideals, and accurately assess how other

people see you if you have a high level of self-awareness. Self-awareness is a crucial component of emotional intelligence and the foundation upon which the other elements are formed. To self-regulate, one needs self-awareness, and if one is unaware of when and how to employ their social skills, they will be ineffective and weak.

The first step in developing your emotional intelligence is self-awareness. Before you put all of your effort into the other components, be sure you have mastered excellent self-awareness abilities. Since it has the ability to favourably impact so many important areas of life, most people can gain by taking steps to develop their emotional intelligence. You can raise your emotional intelligence. While it'll probably require a long-term dedication to concentrated, diligent work.

Poojith Script

Group Leadership Skills:

Group leadership is the practice of providing guidance and focus to a specific group of people. It typically requires taking responsibility for the outcomes of the group's work as well as guiding and managing the actions of the group members. Role models are continually sought for inspiration. You may be that person if you have adequate instruction. You may inspire people by becoming an exceptional leader yourself. A democratic style paradigm is typically used in situations where several people share responsibility for their actions. Group leadership is the practice of providing guidance and focus to a specific group of people. This type of leadership typically requires both accepting responsibility for the outcomes of the group's work and facilitating and guiding the group members' actions. Group leadership may take many different shapes, with different principles being used in different situations. One type of organizational leadership is referred to as "autocratic." This method requires the use of a centralized approach to decide on policies and practices. This type of corporate leadership usually delegated this responsibility to a core group of executives or managers and held them accountable for their decisions. Even if they are free to provide recommendations to their managers or supervisors, employees often do not actively participate in the decision-making process. They instead adhere to the group leader's directives. The focus is on the qualities and behaviors that people may develop to increase their capacity for leadership. Leaders assert that a successful leader has to have high moral principles and strong ethics.

Business Leadership Skills:

It requires the ability to identify networks, organizational dynamics, and emotional currents inside a group as well as to analyze their power dynamics and organizational dynamics. When leaders can see networking opportunities and interpret crucial power connections, they are more equipped to handle the demands of their leadership roles. Communication is enhanced by a leader who has a solid knowledge of connections, hierarchies, and decision-making processes. the ability to see and understand the numerous organizational elements through both the formal and informal patterns that emerge inside the organization. Start your argument for the need for the desired change by using effective change agents. In

order to do this, it may be necessary to evaluate the business environment, appreciate the change's motive, develop a clear vision for the future and the intended outcomes, and choose a common goal. To successfully manage changes in the organization's multiple business sectors, business leadership has to be aware of the organization's strengths, weaknesses, opportunities, and threats. Reducing and managing organizational complexity is crucial if the organization is to successfully react to the quickly shifting business environment. This will eventually result in the adoption of the finest practices and procedures across the business, increasing its value in the process. Although there are many different styles of corporate leadership, the CEO or other senior staff members often guide and inspire the rest of the team. The goal of business leadership is to identify the leadership style that best suits a certain corporation and its personnel. In a company, strong leaders are constantly required. Regardless of your status, if you have the proper skills, you can start your own business. If you can show that you are capable of taking on leadership positions, you can be offered the chance to manage a team or project. As you develop a deeper grasp of business leadership and what it takes to be a strong leader, your worth as an employee may rise.

Leadership VS Management:

Both objectives are beneficial to the company. Both provide concise policies and trends. Everybody takes part in business' everyday activities. Sometimes both require the same amount of training and experience. Executives and managers converse about organizational achievements and policies. To get the best outcomes, organizations need managers who can plan, organize, and coordinate their staff as well as leaders who can inspire and encourage others. To achieve your objectives, you need people's support, and leadership is about motivating them to comprehend and support the company's vision. The management team's primary concerns include managing the workload and ensuring that routine duties are carried out as required. It is the leader's duty to lead a team or group of individuals toward the accomplishment of a goal. Leadership is the ability to persuade, inspire, and equip others to help an organization succeed. A leader must possess the ability to inspire others. The process of controlling an organization's activities is called management. Effective leadership requires the follower to have faith in the leader. unlike management, which

maintains that it has the right to control its employees. Leadership is largely a directing role; planning, organizing, staffing, directing, and managing are all significant components of management. Listening, building relationships, encouraging cooperation, and inspiring, motivating, and influencing their followers are all skills that leaders value highly. Its foundations are in social influence, and it requires human resources to produce the desired outcomes. Someone who constantly acts on their own initiative while tenaciously pursuing the organization's mission is a leader. The villagers only then begin to follow them. The foundation of management is the orderly completion of previously scheduled activities with the assistance of subordinates. The four fundamental management jobs of planning, organizing, leading, and managing are only a few of a manager's many duties. Only managers who effectively fulfil the duties of leadership, including communicating both the good and the bad, offering assistance and direction, and motivating staff to create more, are qualified to advance to the position of leader. Its roots are in social influence, and in order to achieve the intended results, it needs human resources. A leader is someone who consistently takes the initiative while aggressively pursuing the organization's vision. Only then do the locals start to follow them. Management is based on the systematic execution of pre-planned tasks with the support of subordinates. Among the various responsibilities of a manager are the four core management functions of planning, organizing, leading, and managing. Only managers who successfully carry out the responsibilities of leadership, such as sharing both the good and the bad, providing support and guidance, and inspiring workers to produce more, are eligible to progress to the role of leader.

Nihith Script

SWOT ANALYSIS

The “**SWOT**” stands for **STRENGTHS, WEAKNESS, OPPURTUNITIES AND THREATS**.

That means knowing the companies standards and analysing the technique for these four aspects of your business. The swot analysis helps like a tool for analysing the what is needed and for future. The first is “STRENGTHS” the strength of a company should be in such a way that our competitor should not reach our products and service, the brand equity falls at first in the strengths, the brand equity means which describes the brands value. The brand equity will be in positive stage at the people or customers. The brand equity should be in a positive manner at public or customers because by maintaining the standards only the customers will be more likely use our products. The company is having strong financial background which made them easy.

The second is the marketing, marketing is main and the important role, through proper marketing only people will have some interest towards the company or the products. The main motto of marketing is to bring interest in public for purchasing our product, the complete sales will depend on marketing. The next is providing the best products and services, if we can't maintain the quality products, the customers will not show interest to buy the products so we have to maintain the standard quality on the other way providing the customers with the best service is also important.

Maintaining both products and the services at higher standards will maintain as strength of the company. And the availability in the Asian pacific that was the main strength for the company, it is having the largest customers base which makes them the second largest telecommunication company in the world (according to 2014).

On the other side the weakness is the Vodafone is only concentrating on Europe and Asia market so that it will be effected in other parts of the world, that's the weakness. Keeping the data is also important where we fail to keep the data safe that will be the most affecting part, we have to maintain the secrecy so that the customers will be happy with the services.

Opportunity means in the upgrading world people are habituated to use mobile more, so this is the biggest opportunity for the company to concentrate on the customer wants, if the company is ready to set the needs and wants of the public then there will be chances for becoming the leading networking company in the world, that's the best opportunity. Mainly customers are using the data services, so have to provide the best data services at the reasonable price with out interruption.

Threats, the competitive threats means are those, producing the same product in the markets will be the major threats and with the fast changing technology, maintaining and habituating the latest technology is must so that there will be less threat to the company. Should maximize the networking in the required areas, so that it reduces the threats to the company or the organization.

CONCLUSION

Leadership development increases the employee engagement, increases the organization's ability to deal with gaps in the talent pipeline, and it reduces the headaches and costs associated with turnover. Leadership development is involved with the commitment to inspire. Strategic planning allows the team to work more efficiently because it keeps the tasks clear. Everyone on the team is aware of the decision, and they are all working together to achieve a common goal. High customer switching, a lack of proper data management for customers, over concentration in Europe and Asia markets, saturation of the Europe market, where it generated the majority of its revenues, and increased competition from existing players are some of the factors that have put it in a bad spot. To maintain its superior performance, the company must improve in a number of areas of its operations. Customers' relationship management must be improved to address the high demand from customers, customer data security must be improved to avoid misuse of such data, and competitive advantages must be improved to compete with the everincreasing competition. Furthermore, the company's marketing strategies must be reconsidered, as the company's primary market is the European market. Although the company has demonstrated superior performance in the past, an examination of its marketing environment reveals that it is not in a very good market position, which will have a negative impact on its future performance. It helps make use of mobile

phone capabilities to add value to both developing and developed economies. In recent years, the impact of mobile technology on developed markets has been huge, with a focus on providing added value to customers through new and improved functions and features. In comparison, the impact of technology on emerging markets such as Kenya has provided a real lifeline to both individuals and small businesses. Mobile phones have aided economic development in developing nations. Vodafone's expansion of mobile phone provision has enabled significant changes in promoting the flow of money and information, which is critical for economic growth. It must be designed in such a way that it is not overlooked by customers. There are numerous opportunities for the company to upgrade technology, it must be in the standard ensuring the public's needs with networking without any problems and it must be in the standard ensuring the public's or customers' interest in the company so that the company never sees a downfall and there will be a chance to reach the top of the networking companies in the world.



TOPIC :

LEADERSHIP DEVELOPMENT

Presented By:

Professor Name:

1. Apurva Jignesh Parmar (2211066) Mustafizur Rahman
2. Viralkumar Pravinbhai Panchal (2210866)
3. Nihith Kishore Meduri (2212393)
4. Arun Teja Goud Ranga (2212572)
5. Poojith Vemula (2212578)

TODAY'S AGENDA

1

Introduction

Aim and Objectives

Organisation Case Study

2

HRM and IHRM

Identifying problems with HRM and IHRM

3

Leadership Development

What is leadership development?

How to develop this skill?

Leadership Development Model

4

Skills

Self Leadership Skill

General Skill

Group Leadership Skill

Business Leadership Skill

INTRODUCTION

- Leadership Development is a set of activities that connect learning and practicing skills as well as capabilities, understanding oneself, and empowering others working to improve leaders.
- It is essential for any organisation's long-term success. To build effective teams, optimise your employees' competencies, and prepare the next generation of leaders; you must invest in leadership development.
- Inspiring Others
- Growing Intellectual Competency
- Developing Self-awareness
- Embracing innovative Creativity

AIM & OBJECTIVE

The aim of Our business primary goal is to turn a profit. A firm cannot survive without revenue, just as a plant cannot survive without water. For businesses to succeed and expand, profit is essential.

- To....Profit Maximization
- To...Customer Satisfaction
- To...Productivity
- To...Competition
- To.....Sustainability

ORGANISATION: Vodafone

Vodafone UK is a British telecommunications services provider, and a part of Vodafone group, the world's 2ND largest mobile phone company. Vodafone is the 3rd largest mobile network operator in the United Kingdom.

- It's mainly operates in Asia, Africa, Europe and Oceania.

CEO – Ahmed Essam

Founded – 1st January 1985

Founder – Vodafone Group

Headquarters – Newbury, Berkshire, England

Network, Product and Services

- Largest mobile and fixed network operator in Europe



- Has biggest and fastest-growing 5G network

HRM

Human resource management is usually shortened To **“HRM”**. "The design, implementation and maintenance of strategies to manage people for optimum business performance"

HRM ISSUES

- **Compliance with laws and regulations**
- **Health and safety**
- **Change management**
- **Compensation management**
- **Landing top talent**
- **Retention**
- **Monitoring productivity and performance**

IHRM

IHRM refers to the human resource management concepts and techniques. Employers use to manage the HR challenges of their international operations, including acquiring, training and appraising employees and attending to their labour relations, health, safety, and fairness concerns.

IHRM ISSUES

- **Staff shortages**
- **Ineffective recruitment**
- **Selection of employees**
- **Legal risks**
- **Career growth**
- **Opportunities**
- **Business value**
- **Ethics**

LEADERSHIP DEVELOPMENT

- Leadership development is the process by which a professional improves their skills and qualities in order to be a more effective leader. You want to improve your leadership potential, knowing which areas to concentrate on can help their team to fulfill their goals.
- **Vision • Physical**
- **Motivating • Intellectual**
- **Goal Oriented • Social**
- **Teamwork • Emotional**
- **Will Power • Moral**

- Development is a process that results in growth, progress, environmental, and demographic components.
- The ability of an individual or a group to influence and guide followers or other members of an organisation is referred to as leadership.

WAYS TO DEVELOP LEADERSHIP SKILLS

- **Keep learning**
- **Inspire others**
- **Learn to follow**
- **Resolve conflicts**



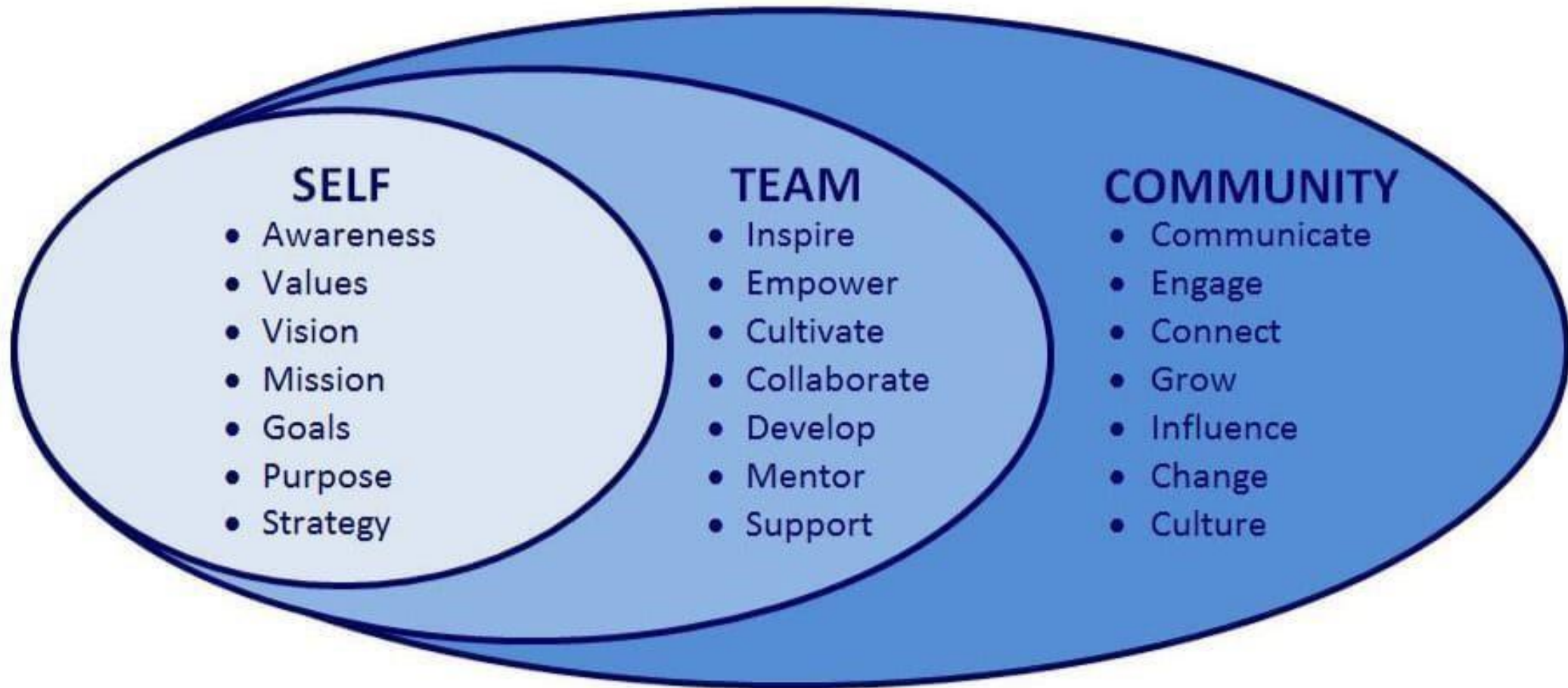
- Practice discipline
- Take on more projects
- Empower your teammates
- Develop situational awareness

Ways to improve

Leadership Skills



LEADERSHIP DEVELOPMENT MODEL



GENERAL KNOWLEDGE AND SKILLS

- General Business Knowledge
- Communication Skills
- Time Management
- Team Management
- Presentation skills
- Knowledge of Business Law



SELF LEADERSHIP SKILLS

- Self - Motivation
- Self - Awareness
- Emotional Intelligence



GROUP LEADERSHIP SKILLS

- Awareness of others
- Inspiring and motivating others
- Managing relationships



BUSINESS LEADERSHIP SKILLS

- **Organizational Awareness**
- **Managing Changes**
- **Managing Complexities**



- **Good listeners know that communication is not only about words but picking up on non-verbal cues, such as eye contact and body language**

LEADERSHIP VS MANAGMENT

	LEADERSHIP	MANAGEMENT
Similarities	• Involves guiding and inspiring others to work • Accomplish company's vision by setting example • Both hold positions of authority over employees • Responsible for a group of people • Source of inspiring • Show resilient work ethic and a hard-working attitude	
Differences	• Guide and influence their colleagues • Naturally evolve into informal leaders or are promoted to team leader if the position is made available by the company • Motivate team members • Behave in line with company values to set example	• Lead a team • Delegates work and projects • Ensure the team works constructively • Usually work under seniors, who make sure they are following the maintaining the company's goals and values • How to accomplish the task • Focus on completing current operations

	LEADERSHIP	MANAGEMENT
Differences	Leaders are visionaries - Prospective ideas for company's aim and goals - Strategies how the colleagues will achieve these aims and goals	Managers execute ideas (provided by the leaders) Oversees team executing the ideas accurately and efficiently
	Leaders inspire others - Potential to develop personal and strong relationships with colleagues by providing feedback and communicating meaningfully - Encourage two-way communication (voice personal concerns)	Managers are present-focused Implement processes, strategies, budgets, plans and responsibilities

Leaders shape culture

- Culture = behaviours, values, and beliefs of company which colleagues follow

Managers monitor progress

- Monitor progress of individuals

SWOT ANALYSIS

- About Vodafone in this SWOT analysis highlighting the strengths, weaknesses, opportunities and threats before Vodafone.

- **Strengths**

- Brand equity
- Marketing
- Large range of products/services
- Strong presence in Asia pacific
- Strong presence in Asia pacific

- **Weaknesses**

- Declining mobile customers in Europe
- Weak position in US
- Customer engagement
- Digital marketing

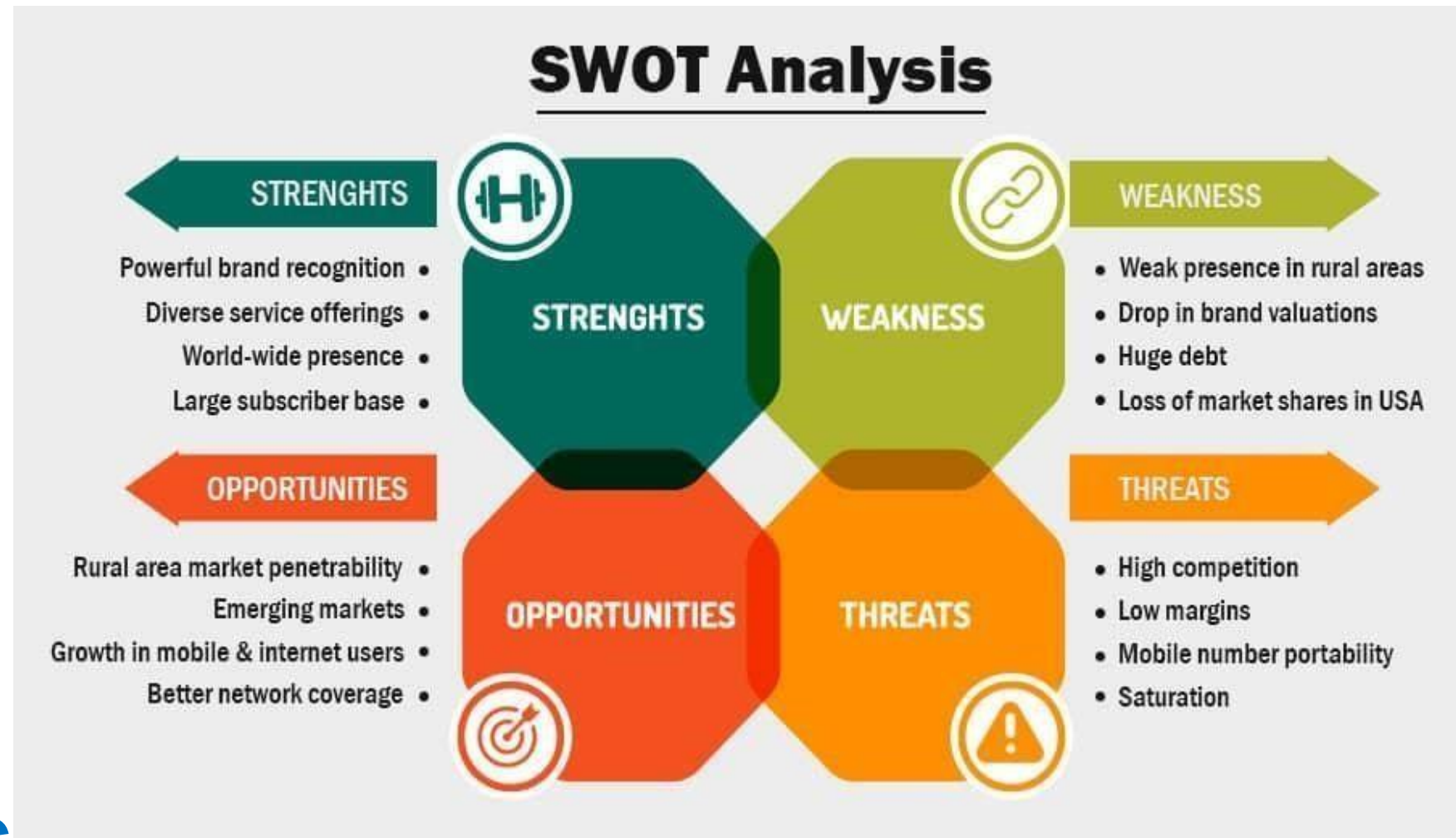
- Technology & Innovation

- **Opportunities**

- Fast expanding cellular market globally can be tapped by Vodafone
- Latest and low cost technology can help the brand grow
- Untapped rural market can be a huge potential for Vodafone
- Focus on MNP can help convert competitor customers to their network

• Threats

- Competition
- Low margins
- Mobile number
- Saturation



CONCLUSION

Leadership is an integral part of human life. Skills can be developed from an early age and are impacted both by natural talents, abilities and by personal experiences. Leadership development is involved with the commitment to inspire. The strategic planning allows the team to work more efficient because it maintaining the clarity in the tasks. Everyone in the team is having the awareness regarding the decision, and they work to achieve a common goal.

- Leaders must be bold and must also have good judgment.
- Must be able to communicate effectively.
- They must demonstrate emotional intelligence skills and be reflective so that they can consider multiple points of view.
- Leaders must be focused on growth according to principles that inspire and motivate others to achieve aims and objectives.

REFERENCES

- Amagoh, F. (2009). *Leadership development and leadership effectiveness. Management Decision*, 47(6), 989-999. doi: 10.1108/00251740910966695.
- Antal, J. (2013). *Strength for the future: The north Texas chapter AUSA leadership program. Army Magazine*, 47-50.
- Ardichvili, A., & Manderscheid, S. V. (2008). *Emerging practices in leadership development: An introduction. Advances in Developing Human Resources*, 10(5), 619-631.
- Atwater, L. E., Dionne, S. D., Avolio, B., Camobreco, J. F., & Lav, A. W. (1999). *A longitudinal study of the leadership development process: Individual differences predicting leader effectiveness. Human Relations*, 52(12), 1543-1562.
- Avolio, B. J. (2005). *Leadership development in balance: Made/born*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Avolio, B. J., Avey, J. B., & Quisenberry, D. (2010). *Estimating return on leadership development investment. The Leadership Quarterly*, 21(4)

- Bergendahl, M., Magnusson, M., & Bjork, J. (2015). *Ideation high performers: A study of motivational factors*. Creativity Research Journal, 27(4), 361-368
- Conger, J.A. (1992). *Learning to Lead: The Art of Transforming Managers Into Leaders*. San Francisco: Jossey-Bass.
- Glazyrina, M. (2020). *Human Resource Management Challenges of International Business and their possible solutions*. pp.39–42.
- Taylor, B. M. (2015). *The integrated dynamics of motivation and performance in the workplace*. Performance Improvement, 54(5), 28-37
- Tichy N.M., and M.A. Devanna. (July 1986). "The Transformational Leader." *Training and Development Journal*, pp. 27-32.
- <https://blog.trginternational.com/an-introduction-toleadershipdevelopment#leadershipdevelopment>
- <https://www.slideshare.net/vishnu1204/vodafone-case-study-55065509>

□ <https://www.reuters.com/business/media-telecom/indias-vodafone-idea-q2-losswidenshigher-expenses-subscriber-loss-2022-11-03/>