

# Impact of Leadership in the Business Organization to Achieve Success and Higher Profitability

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## **Abstract:-**

*Leadership is a dynamic force in management. It is a main ingredient of administration and management. A powerful leader build and organize the team .they are high goal achiever. They have desire to perform in term of excellence. Successful and powerful leaders have lots of follower; they influence, motivate and inspire them all to give their higher performance towards achievement of goals and objectives of the organization. Leaders are the modifier of the organization from poor organization to rich organization or non-performing to highly performing unit or organization. Effective leaders strive willingly for high objectives and set high standards of performance for themselves. They are curious, energetic and challenged by the unsolved problems surrounding to them. They attempt to reduce the cost of production in order to reduce the dissatisfaction among the employees regarding the job and continuously hard work for getting high productivity and profitability. With the help of their hard work an organization or a company can achieve its predetermined objective and goals.*

**Keywords:** - high achiever, ingredient of administration and management, competent and powerful leader, influence the employees or followers, direction, controlling, profitability, productivity.

**Introduction: - leader** produce much more in association with others than their formal positional requirements. Leadership is not mechanical compliance with routine orders. It is influencing others for, or initiating actions for extra performance. There are some characteristics or nature of effective leadership as follows:-

## **Important nature of effective leadership:-**

### **1.) Influencing behaviour :-**

A leader is different kind of personality. His impact on influencing other persons or the people or the employees who are in his team. A leader influences them on regular basis for achieving an ultimate or predetermined objective and goal.

### **2.) Personal skill and ability:-**

A leader has his personal skill and ability to perform or accomplish certain task or work. He think differently, do differently, and learn differently with the help of his personal skill and ability. His this personal skills and ability helps him to get success in his certain path.

### **3.) Followers :-**

The third characteristic of a leader, in the process of leadership is, that he has lots of followers. It is said that leadership cannot exist without a group of followers. Follower make an ordinary person a Leader who led them for a specific purpose or goal.

**4.) Interpersonal relationship :-**

Leader always works with the help of group or followers. This is relationship of one person to another person or a leader to his followers. As Mary Follett point out “ A leaders is not one who dominates the will of others but is one who know how to relate the different wills so that they will have a driving force “

**5.) Same and mutual goal :-**

Leadership involve setting of the same and mutual goals between leader and followers that is employees and work for achieving them as soon as possible. The same and mutual goals increase intrinsic encouragement and inspiration to the employees for getting success in their personal level and organization level.

**6.) Exist in all level of organization :-**

Leadership is a dynamic process. this exist at each and all level of the organization whether they are belongs to top level, middle level or lower level of the organization. Appropriate authority and directions are the soul of the organization, so it is needed at all level of the organization.

**7.) All managers are not leaders :-**

Teal leading is a different ability and skill. It needs a strong capability to hold and build and keep maintain the specific team. It is not important all the mangers are a leader, because it has been seen so many have weakness and lack of ability to build, hold, and maintain a team. Along with this in the same way, it must be noted that all the leaders are not the managers.

**8.) Impact on performance :- 6 point**

A successful leader is a leader whose full concentration and eyes always on the success and objectives and goal achievement. A leader is a key person in the group who plays a vital role in achieving success for the group of business

organization. He put his higher impact on performance and success of organization.

**9.) Ideal conduct :- point 7**

A leader in group is an ideal personality for all member or follower of the organization. Employees assume him as an ideal for their work and life. Leader not only tells but also influence by their behaviour. They put example in their actions before the subordinates that how to perform, how to live, how to complete a specific or a certain task or work.

**10.)Continue process :-**

Leadership is continue process in the organization. There is not end of it in whole life of a business organization. This is a back bone of the administration and management. Administration and management is incomplete without it.

**Function of a competent leader in an organization:****1) Develop a team :-**

A leader is the developer of a team or an organization. He builds and develops the team for a predetermined purpose and goal. A good team leader always attempts to gain an understanding of group's dynamics and to develop and nature voluntary co-operation. He develops trust and friendliness by bringing consistency and fairness in this actions.

**2) Formulate goal and purpose and policy :-**

The second function of a team leader is to formulate goals, purpose and policies. Without doing or formulating these things, the organization is worthless. He put and pay his lots of concentration on formulating goals, policies and purpose.

**3) Motivate and inspire and initiate actions :-**

In the process of leadership in the organization and an entrepreneur is a leader in the organization. A leader is a pull of motivation and inspiration. A leader inspires individuals to make their optimum contribution to the organizational goals. As a dynamic personality the leader initiate all those measures necessary to keep the organization safe, healthy and progressive within the business environment.

#### **4) Administration of organization:-**

Administration is incomplete without the team leading process and an effective leadership by an entrepreneur. A team or group leader is a main administer of an organization. as being a administer of an organization, he perform many task and work as function of forecasting, panning, organizing, staffing, directing, controlling and so on.

#### **5) Communication and interaction with the group :- point 6 page 53**

The team leader of a team continuously be in touch of all employees of the organization and he keeps on communication with the all employees with the specific channel of communication by which he gets feedback and suggestions from them. By doing this work he makes his decision power stronger and develops his thinking and decision making ability. The leader facilitates interaction and exchange of ideas among organizational members.

#### **6) Goal achievement :-**

The main attention of a leader of a group or an organization is to achieve the ultimate goals and objectives which have predetermined by him or the organization. He gives a way to the followers to do work in a specific way by which the ultimate goals and objectives can be achieved.

#### **7) Direction :-**

The leader provides necessary direction, guidance and instruction to the members or

the employees of the organization in formal way. He build and develops the loyal , dedicated, and devoted followers or employees in the organization and attempt a lot, to retain and maintain them with discipline a long time.

#### **8) Represent organization :-**

The team leader of a group or of a company is a representer of the organization. He represents his company in front of other organizations or companies, government officials, suppliers, customers and in front of public. People look on his good will first, to be connected with the company or group. So here is his vital role to demonstrate himself on behalf of company or group.

#### **9) Controlling:-**

Controlling is a main function of a successful leader. He control the follower in specific way by which they can put their performance and contribution in specific and efficient way so that the achievement of predetermined and predefined objectives and goals become easier and company get success.

#### **10) Settle conflict :-**

Team leader always remain in the position where he has to be around the employees or followers. Conflict and dissatisfaction is part of life, this cannot be eliminated or separated. The team leader is a compromiser. He always settles the conflict it occurs in the organization between the workers or among the lots of employees. The position of a leader in a group is of harmonizer who maintain peace in the organization

#### **11) Defend organizations integrity :-**

The leader of a company or an organization works for integrity of organization. He defend organization and his employees from so many unhealthy and hazard situation. He

keeps measures provide and available facility by which accident could not happen. By doing this he makes his employees and his organization safe.

### **Importance of effective leadership in an organization:-**

#### **1.) Facing challenges :-**

All organization or company needs an efficient and effective leader who hold the whole team of organization. Without an effective and best team leader a company cannot run, not even stand a while in this high competitive world where the competition is on hike and there is availability of cut throat competition.

#### **2.) Provide motivation :-**

A team leader provides intrinsic motivation and inspiration to team members or their followers to highly contribution and to give higher performance to the organization. Motivation is very important for employees in organization to get high output from them. Motivation is of two types. First is monetary motivation which is belongs to increment in salary or wages of employees, bonus, fringe benefits and so on. And in the form of non-monetary motivation there are some things comes in like praise given to employees for their good work, job satisfaction, enjoyable work place and so on. The effective team leader gives both of motivation and inspiration to the employees to get higher productivity from them.

#### **3.) Ingredient function of management :-**

The leadership is major ingredient of management process. There are so many functions in the management process such as planning, organizing, staffing, directing, controlling, supportive communicating and so on. These all function of management are

incomplete without the help of effective and efficient leadership skill of entrepreneur. In any organization discipline will be maintain if there will be better administration and management which comes with the help of effective leadership skill and ability of an entrepreneur which is converted in to achievement of organizational goals and objectives.

#### **4.) Creates loyalty :-**

A successful leader is the ideal of his followers. As being an ideal of his followers his prime responsibility to change their behaviour. A successful leader creates loyalty and integration within his all followers. He create the feeling of dedication and devotion towards the work within his all followers. He learn them to be in discipline and he generate the feeling of honesty toward work on them to do work purely with honesty.

#### **5.) Helps in Maintain co-ordination :-**

In an organization leader works with the lots of employees where there are so many positive things and positive behaviour occur, in the same way there is also negative things are also occur and negative behaviour as well. Co- ordination is the major need of organization to bring all employees together and for the sake of the success of company. A successful leader is a compromiser and peace maker. He make harmonious environment within the company among the all employee and organization. He avoid conflict and if conflict seen, he settle the conflict of employees by which a company can be a better place to work together.

#### **6.) Optimum use of human resource :-**

Human resources are very worthy and costly resource of the company. All the employees working in the company are very important asset of the company. A successful leader influence all the member of the company to

do work for the company. He inspire and motivate them all to do hard work for achieving goals and objectives of the company. A leader takes their behaviour in to action and continuously influence them to keep work and be disciplined.

#### **7.) Productivity :-**

Entrepreneur or a leader of a company is a one who always works for productivity and betterment of company. He do a lot of work, do planning, organizing of employee, staffing of them, direct the employees, control all employees and so on, just because of productivity of organization. So need of a competent leader in the organization is must.

#### **8.) Increase Quality :-**

To maintain better quality of organization and product better leader is prime need of an organization. Leader inspire the employees to reduce the wastage in production process, keep influence them to be discipline, work for the betterment for the company. These all things helps the company to produce the product on better quality.

#### **9.) Reduction of cost :-**

Team leader of a company who is the key person to reduce the cost. When all employees and the all members of company works for the betterment of company, then the dream of the reduction of cost become possible. So a competent leader is a need of successful company.

#### **10.) Increase profitability :-**

A competent leader who control the cost by applying so many cost reduction tactics and methods, organize the team in better way, do panning in best way, influence the follower or employees for betterment the company, control wastages by which price become less of the product and production increases which leads to enhancement in profitability of a company. So need of a competent leader in the company is very essential.

#### **Suggestions and finding:-**

- 1.** A competent leader is back bone of the company or an organization, without him company cannot walk even a step.
- 2.** The company works for cost reduction in production of product. This dream of the company only can be possible if company or an organization have a well skilled, full of ability and competent leader.
- 3.** A leader is a dynamic personality. He make planning effectively with the help of subordinates, he forecast the uncertainty of future and take corrective action and make safe the organization and its people that is all employees.
- 4.** A successful leader change the behaviour of the employees of the organization and his influence is worthwhile to change their behaviour with organizational change.
- 5.** A powerful leader continuously motivate and inspire the member of the company, he create intrinsic motivation in the employees of the organization.
- 6.** A competent leader provide powerful and systematic direction to the followers that helps in systematic work completion of organization or company.
- 7.** Successful Leaders make or create effective control and discipline within the organization to facilitate

all the activity and work can be accomplished on time and as soon as possible.

8. A team or organizational leader is a representer of company. He represents his company in front of government, suppliers, customers, outside groups and companies. All share holder, debenture holder and common people join or connect with the company after looking his performance at the company.
9. The administration and management of company is incomplete without concept and aspect of leadership. Leadership is main and major ingredient of management and administration.
10. The predetermined goals and objectives of the company only can be achieved with the help of powerful and competent leadership of the leader of the organization.
11. A leader defends and protects the organization and its employees from so many crises and accident by applying so many accident prevention techniques and method and prevention measure within the organization.

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