

**Career Readiness Certification**

UAE UMP  
Advanced  
Education

**LEADERSHIP & COMMUNICATION SKILLS**  
By  
Professor Dato Ir Dr Badhrulhisham Bin Abdul Aziz &  
Professor Dr Wan Azhar bin Wan Yusof

Co-Organisers: UMP JHEPA, and UAE

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Malaysia  
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## Career Readiness Certification

- Target Group: Final year students at UMP
- Programme Goal: To equip participants with some knowledge on four interrelated skills that are necessary before embarking on their careers:
  1. OSH Management Skills
  2. Leadership & Communication Skills
  3. Entrepreneurial Skills
  4. Career Ready 101



## Career Readiness Certification (Cont.)



- Certification: Four levels:

1. **Introductory (2 days) <== You are here!**
2. Bronze (Foundation Level)
3. Silver (Intermediate Level)
4. Gold (Advanced Level) - **Will be certified by the relevant professional bodies**

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## Leadership & Communication Module Outcome

- This **INTRODUCTORY LEVEL** Module is in two parts:
  1. Overview
  2. Leadership Challenge
- By the end of the Module, participants are expected to understand:
  - the concept of 'leadership'
  - the importance of effective communication
  - the relevance of leadership & communication



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# Leadership & Communication Module

## Part 1: Overview

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## **Part 1: Leadership Overview -Topics-**

- What are the leadership qualities?
- What are the different leadership styles?
- What are the causes for leadership failures?
- What are the principles of effective communication?

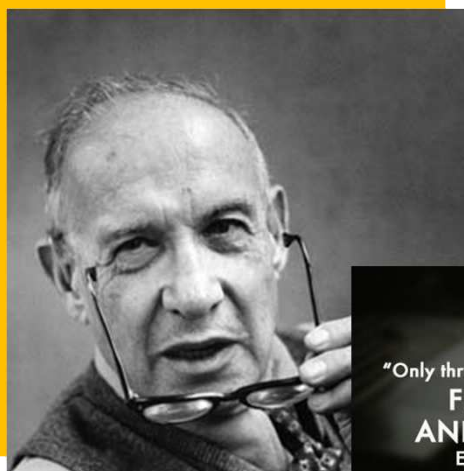
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**What happens without  
Leadership?**

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"Only three things happen naturally in organizations:  
**FRICION, CONFUSION  
AND UNDERPERFORMANCE.**  
Everything else requires leadership."

PETER DRUCKER

TONY ROBBINS | [WWW.TONYROBBINS.COM](http://WWW.TONYROBBINS.COM)

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## What are the FOUR Factors of Leadership?



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## What is a Leader?

- A leader is one who:
  - INSPIRES a follower
  - ACCOMPLISHES work
  - DEVELOPS the follower
  - SHOWS how to do the job
  - ASSUMES obligations
  - OVERCOMES various obstacles to attain the goal

**LEADERSHIP**



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## What does 'Leadership' means?

leadership  
 motivation  
 dedication drive discipline  
 excellence passion  
 heart

- Leadership is:
  - **LIFTING** a person's performance to a higher standard
  - **INFLUENCING** behaviour of others towards the given goals
  - **MOTIVATING & GUIDING** the group towards a visualised goal

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## What are the Leadership Qualities?

- Ability to **COMMUNICATE**
- Loyalty
- Judgement
- Selflessness
- Problem solving capacity
- Openness to change
- Distant vision and close focus
- Balance



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## How to develop Leadership Qualities?

- Learn to think more critically
- Do more to motivate your team
- Make goals and vision attractive and attainable
- Learn to communicate clearly
- Improve speaking skills
- Organise and allocate workflow
- Make sure work is done correctly and on time



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## How to develop Leadership Qualities? (Cont.)

- Find better ways to do things
- Encourage progress and recognise efforts
- Try to match individual skills and work
- Build team spirit
- Encourage people to work cooperatively
- Recognise success and learn from failure
- Trust your subordinates



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## What are the different Leadership Styles?

- Leadership styles are the pattern of behaviour that a leader adopts in influencing the behaviour of his subordinates such as:

- *AUTOCRATIC Leadership*
- *DEMOCRATIC Leadership*
- *LAISSEZ-FAIRE (FREE REIN) Leadership*

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## What is an Autocratic Leadership Style?

- **Leader makes decisions alone**
- **Decisions are enforced using rewards and the fear of punishment**



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## ***What is a Democratic Leadership Style?***

- **Leader includes one or more employees in the decision making process**
- **Communication flows freely**
- **Suggestions are made in both directions**
- **Participation encourages member commitment to the final decision**



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## ***What is a Laissez-faire Leadership Style?***

- **Leader gives power to subordinates to make decisions**
- **However, the leader is still responsible for the decisions that are made**
- **This is used when employees are able to analyse the situation**



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## The Six Leadership Styles (Goleman)

	<b>Commanding</b>	<b>Visionary</b>	<b>Affiliative</b>	<b>Democratic</b>	<b>Pacesetter</b>	<b>Coaching</b>
The leader's modus operandi	Demands immediate compliance	Mobilizes people toward a vision	Creates harmony and builds emotional bonds	Forges consensus through participation	Sets high standards for performance	Develops people for the future
The style in a phrase	"Do what I tell you."	"Come with me."	"People come first."	"What do you think?"	"Do as I do, now"	"Try this."
Underlying emotional intelligence competencies	Drive to achieve, initiative, self-control	Self-confidence, empathy, change catalyst	Empathy, building relationships, communication	Collaboration, team leadership, communication	Conscientiousness, drive to achieve, initiative	Developing others, empathy, self-awareness
When the style works best	In a crisis, to kick start a turnaround, or with problem employees	When changes require a new vision, or when a clear direction is needed	To heal rifts in a team or to motivate people during stressful circumstances	To build buy-in or consensus, or to get input from valuable employees	To get quick results from a highly motivated and competent team	To help an employee improve performance or develop long-term strengths
Overall impact on climate	Negative	Most strongly positive	Positive	Positive	Negative	Positive

Goleman, Daniel, "Leadership that Gets Results" *Harvard Business Review*, March-April 2000 p. 82-83.

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### What are the causes for Leadership Failures?

- Inability to organise details
- Unwillingness to provide support
- Fear of competition from followers
- Lack of imagination
- Selfishness
- Disloyalty
- Emphasis of the authority - a good leader must lead the team by encouraging



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## How to display Leadership?

- Learning by your mistakes
- Doing your homework and being prepared
- Treating everyone with respect and courtesy
- Sharing the credit (taking the blame)
- Staying focused on a clear vision
- Surrounding yourself with capable people
- Staying optimistic (even in challenging circumstances)



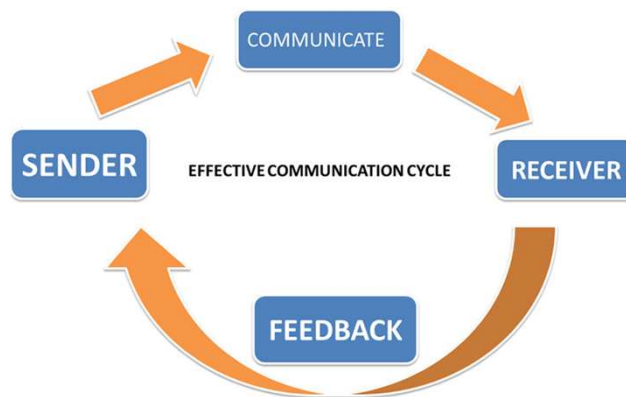
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## How to display Leadership? (Cont.)

- Involving and including others
- Thinking systematically
- Seeking ways to improve things (do better, easier, faster, or more economically)
- Clarifying goals
- Helping people to reach their potential

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## As a Leader... What is EFFECTIVE Communication?



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## What are the Principles of Effective Communication?

- Break down information into essentials
- Do not overload
- Keep the chain of information transmission short
- Make sure the message is received & understood (get feedback)
- Showing is often more effective than telling



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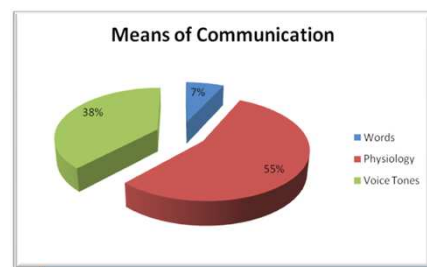
## What are the Principles of Effective Communication? (Cont.)

- Use 2-way communication
- Record important data
- Share information
- Listen well (carefully)
- Do not confuse assumptions with facts

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## What is the Non-Verbal Communication?

- **93% of the message is Non-Verbal!:**
  - 7% actual text
  - 38% paralinguistic (voice)
  - 55% body language (posture, gesture, eye contact, looks, appearance & grooming, expression, emotion, etc)



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## How to Communicate Well as a Leader?

- It is simply impossible to become a great leader without being a great communicator
- The world's greatest leaders are all exceptional communicators
- They talk about their ideas in a way which also speaks to your emotions & aspirations

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## How to Communicate Well as a Leader? (cont.)

- The best communicators are great listeners and astute in their observations
- Great communicators are skilled at reading a person/group by sensing the moods, dynamics, attitudes, values and concerns of those being communicated with
- The message is not about the messenger; it has nothing to do with messenger; it is however 100% about meeting the needs and the expectations of those you're communicating with

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## Leadership & Communication Module

By:  
Professor Dr Wan Azhar bin Wan Yusof

### Part 2: Leadership Challenge

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## Challenge Instructions

- Participants are divided into 10 Teams
- Each Team is 'given' RM 100.00 and 45 minutes to complete the challenge
- **The challenge is to propose the best way to achieve the highest value add (in monetary and/or non-monetary terms) within a period of 30 days**
- Each Team must discuss the most efficient and effective way to approach the challenge successfully

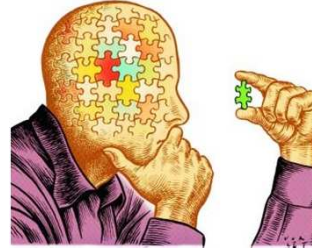


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## Challenge Instructions (Cont.)

- Each Team must incorporate:
  - Effective Communication
  - Leadership Skills
  - Critical Problem-Solving
  - Innovative Thinking
- When the time given is up, each Team is given 5 minutes:
  1. to **pitch the ideas (orally)**
  2. to convince the assessor that the ideas and the team are the best



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## Challenge Instructions (Cont.)

- The winning team must:
  1. propose the highest value add
  2. show the strategies they used to communicate effectively and accomplish the task
  3. determine how the team leader emerges
- The winning team and best leader will be rewarded



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**Thank You  
&  
GOOD LUCK!**