

The Strategies for Creating a Leader in an Organisation in Context to India

Saurabh Gupta

Astt Prof. BBD University, Lucknow, U.P., India

Abstract: India a land of heritage and prosperity, a place where the origin of mankind found its relevance, beside the origin we also find it a place where numerous of human emotions are still dwells on, it is a place where many of the things have evolved and, it is a place which has seen many downfall of mighty kings and kingships. India has witnessed & still witnessing so of the drastic changes that have occurred, in the horizons of kingship, though this word has now been replaced by Leadership. In this paper of mine I would be telling my readers about the word Leader and help my readers to assess the leadership trait in themselves, I would also be letting my readers to understand the strategies for creating a leader in an organisation particularly in India, I would be comparing the organisational leadership of the two different people, that is the leadership of an India to that of a foreign, to bring out the exact meaning of leadership. One has to be very particular, about this term that is Leadership, the reason being; we often get it clogged off in its various aspects like Boss, King Dictator. We must be very particular about the difference in all the aspects, and see are these three same as leadership or a part of it, I will be including my survey and also my experiments which I have done to analyse the strategies of leadership creation, in every organisation of India, I have not covered every company but have made an attempt to have a correct preview of all. I might have taken few names in my paper I apologise if it's defensive, but I have no personal feelings. I have tried to give an insight in everything as best as possible.

Keywords: Leadership, Strategies.

1. INTRODUCTION

It has been observed from a long period of time, since the civilization was not in play, that the man has an urge for the power, and this urge of his has always brought him in trouble, some or the other way, if we closely look at the stages of civilization, that the feeling of ownership, lead to others, has always interested the mankind. Most of the people since past have always ran after the acquisition of power, but one of the things that has necessitated the power aspect is that of Leadership, after a long deep study and mulling over the content of how to grasp more power, it was deduced that in order to have power, you ought to have the inbuilt quality of leadership. Now I have used the word inbuilt leadership, I want to keep my point very clearly that the leadership is also taught, what I means to say was that if a person is aiming for power , i.e. to have hold over others , he is required to have leadership traits, or should have learnt those .

As soon as we say or talk about the leadership, a kind of figure comes in front of us, to be specific, white cloths, with a cap and hands clasped, is this the kind of leader we are taking about or a person in good dress, and pleasing personality, proper attire standing tall, out of the two none of them is a true leader, both of them have something missing, and what is that I and my paper will be focusing upon it .One thing is for sure that leadership is such an instrument that makes up for the missing part in the human or creatures personality , so now the question is do creatures also have a leadership trait , the answer is yes ,how and what quantum , it will be discussed in my paper in length .

As I have already discussed on the aspect of the things I would be covering, to that only I would also like to add on, some of the key aspects say what would be the strategies to make a leader and as told in my abstract, would be letting my

readers have a clear view of how do the company make their leader. Now the big question that struck in our minds is that, how can a non living thing make up for the leadership, but to my riders I would like to tell that Company or any organisation is always deemed to be living in nature, it is for this reason that we say it makes strategies to create a leader, I would also be working upon that in my research paper.

Now as from the topic itself it is clear that I would be taking into account only the Indian companies, and the reason being that though the leadership is equally prevalent in all the companies of different countries, but apart from this we can say that the strategies for Indian companies are quite different and also because being an Indian my proxymics was not limited i.e. I collected the data form many of the company of different regions, but in India only. The paper is all for those who seek to be a leader and wishes to excel in life. It includes the following objectives

Objectives: I have already worked upon the objectives and have defined it in following manner, it primarily include:

- What is Leadership ,characteristics and styles
- Strategies for creating a leader in Organisation (India)
- How far we have been successful in creation of good leaders (Organisational Context)
- The final view point

On the basis of these points I will be in a position to explain the things in an elaborated way , like I told that in my research paper I will be using some of the jargons, these are not to boggle my readers , but these are those thing that suit the style of many of the leaders in India. We all are very much aware of the fact that India is a very colourful nation, and in this colourful nation, we find the leaders of colourful nature, all these aspects are very well covered in the paper.

The topic of leadership and its characteristics is so vast; I have tried to bring out the main, aspects of it. In the very first aspect of mine I have discussed about the various and almost everything to the best of my ability about leadership, I have also tried to bring out the characteristics of leadership and have linked each with a leader particularly of India, I have incorporate the leaders not only from the political aspects, but also from that of corporate, world. To many of my readers my paper and the example will offend, but seriously I have tried not to hurt anyone with any type of wrong jargon usage

2. WHAT IS LEADERSHIP, CHARACTERISTICS AND STYLES

Leadership an only way by which one can taste the slice of power, in the abstract and in my introduction , I have already talked about it , so is it only the work of power creation that is being done by leaders, but also there are many more feathers to this crown . Leadership has really done miracles to the political as well as the corporate world, let us now look upon some of the definition that were being put forward by many scholars and researches, hence I present to my readers some of the popular definition by some well known personalities, in the words of Keith Davis

“Leadership is a part of management but not all of it. A manager is required to plan and organise, for example, but all we ask for leaders that they influence others to follow.....Leadership is the ability to persuade others to seek defined objectives enthusiastically. It is human factor which binds a group together and motivates it towards goals. Management activities as such as planning, organising and decision making are dormant cocoons under the leader triggers the power of motivation and guides them towards goals”

This definition of **Keith Davis** , enlighten us with many of the faces of the term Leadership , let us now open each one of them , I am not an expert , but with the far learning process and guidance of my teachers I would like to enlighten my readers with all the aspects of leadership , that Keith Davis wants to comment . Therefore as per this definition:

- Leadership is an essential part of management; therefore a leader is required to do exactly same as the manager does that the planning, organising etc.
- Leaders influence others to follow.
- A leader has an ability to persuade , to complete the objectives defined
- Creates a feeling of motivation & binds the company or the people together

- It triggers the power of motivation.

These are the five aspects that are being talked about in the definition proposed by the Keith Davis. Thus we can conclude from the definition that Leadership is all about controlling and motivating others so as to attaining a common goal or objectives, but the question is does the leadership limit to this much only, or there is more to it, let us look at some more of the definition, before actually talking about the characteristics and the styles. I bring to my readers some of the basic definition given by few prominent people on leadership.

Leadership is the ability to evaluate and or forecast a long term plan or policy and influence the followers towards the achievement of the said strategy: Adeoye Mayowa: Leadership manager in Nigeria (2009)

“As we look ahead into the next century, leaders will be those who empower others”: **Bill Gates.**

Leadership is a development of clear and complete system of expectation in order to identify evokes and uses the strength of all the resources in the organisation the most of important of which is people. Batten, JD.’Tough minded Leadership ‘New York: AMACOM (1989P.35)

If we have a look at the definitions that are laid, we observe that the leadership as is a process of motivating the other people and making them work as per their requirement (Own will). We can term it as an art of making people realize that they have someone superior to them , who has been there just in case to attain the common goal . These entire definition target towards only one thing “Making the people work as per own wish & desire “, and attain all the common objectives of the management. Therefore this was all about what do we really mean by the term leadership. Let me now bring to my readers some of the characteristics of the leaders, that make up for leadership. I have tried to highlight some basic characteristics, though there are many of them, but still have focused upon the main ones, have also added some basic example, which will clarify the things to my readers. The characteristics of Leadership include the following main points.

- **Honesty:** The very first characteristics of Leadership is that off Honesty, to have a leadership cult in you, you are required to be true to yourself first, and in doing so you ought to be Honest, this aspect of yours can really make you an effective leader, The leader have morals, they will be working for the company at large and hence are required to have an inbound characteristics of Honesty. *For example Abraham Lincoln* is the best example if you quite for Honesty, to add to it further he is said to have earned the name “**Honest Abe** “ not because he was true , but his functionalities were of such a nature, and hence can be best suited to be an example of Honesty.
- **Communication:** The next aspect to the world of Leadership, take the example of two our favourite **Laloo Yadav Sir**, and secondly that of **Obama**, to extremely talented, but at the same time two extreme poles, there is no similarity of two rather than they both are politicians, but if you compare on the basis of communication abilities, it’s only a joke to be cracked at, I might be sounding a bit sarcastic, but this is the fact. One of the most and the vital characteristic for a leader is communication. Most of times it was felt that that communication is a vital aspect but not for the leaders , as they are said to have a calculative thoughts and tactful logics only , but after the aftermath of many of our leaders we really feel that communication is a must for every leader.
- **Confidence:** To be an effective leader one has be confident enough that whatever, he wishes to command or feel that is right , the others should follow, to be specific we can say if a person is confident enough then it’s no doubt that the things will function logically and with full zeal .Whenever you talk of a leader , the kind of picture you have is that of a nice warm orator and for good orator , you are required to have bundle of confidence in you , so that a kind of speech that you will be giving or your delivery strata is logical and effectively follow . One such example that often struck me when I speak of the word Confidence is that of **Modi ji**, these days the kind of effect that has been engulfing us and all over the world is that of Modi effect, this effect is affecting the world so much, that everyone is dancing to its tunes only. It’s not because of any magical power, but is only due to the kind of confidence, he is having.
- **Control:** For a leader to be effective it is required to have a controlling power, the control is one such thing that makes up for the management aspect, a leader is also associated with the controllability aspect, a leader without the controlling power is always a level less than others, to be specific we can say that he controllability, is one such aspect which tough is not an important aspect, but still of great importance. You say Control and the very first thing that stretches into the

minds is that of Tata , The **Ratan Tata**, he by his controllability aspect has always been of great notice, Tata after the globalisation , with the help of its controlling power outstretched it to the maximum.

- **Organise & Planning:** Organising & Planning, an important aspect which has been of utmost importance, for a leader to have a hold over others , we can say organising and planning is required as a primary aspect , now what exactly is organising an planning , and why are we harping on the same tunes , basically organising and planning if explained together , will have a good impact , what happen is that whenever for an individual we see has an ability to plan whether politics or that of an enterprise , he is on the first of step of becoming a good leader say for example **Dhirubhai Ambani** the person who by his ability of planning and zeal has made the reliance what it was , the dream of his , later on the legacy was being followed , but not as planned as was in the era of Dhirubhai , same goes for the next step after planning , and that is of organising , after the thing is palled you need to organise the things so well , that you have a certain win . This was the case we recently witnessed in **the BJP win** in the election, the thing were planned an effectively organised and led to what is Namo effect.
- **Fearless:** As I was going up with my paper I cam across a typical formula of Fear+ Anguish = anticipation of pain, this concept though is quite simple, but hard to accept, when we talk of fear we often come across a typical aspect pain, it's really a tough nut to gulp for many of us to say "I Fear ", and it happens mostly because of the ego that we have, and this ego will definitely kill us, some or the other way. If a leader is engulfed with this kind of attitude, that is the attitude of fear, it is for sure that his leadership won't be a success. In the personal survey of mine I have come across with this aspect and would be including it in the later part of my research. So it is always required for a leader to be fearless and remove the aspect of anguish. For example the lady entrepreneur Jasoda bein popat, the name behind the famous brand of Lijjat Papad., it was her fearless nature that she came across with these things and became the name to be known for. This point has been of utmost importance, as one takes real effort to accept it and then to change it.
- **Patience:** Patience has been the next important element, which is required for each and every leader to have, to say for instance, most of time we have notice that in assembly, in meeting, or any formal occasions we are ought to have one important thing and that is of patience, to add to this we can say, that patience is also one key element that is required for each and every leader to have. You can take the simple example of a Spider, now Spider is not a CEO of any company but is a live example of patience crumbles down and again stand up without mulling over what happened. In the world of corporate you can have the example of Dhirubhai Ambani one more time, he woke up almost from the ashes, his business and export all was in vain, but his patience and will power made him the icon.

This was something about the characteristics of the leadership, you call it features, or by whatever name, but these are the main aspects of the leadership. I would now like to present before my readers styles of leadership, that is to say what are the various types of leadership. Before `actually looking at the strategies of leadership and what are the various spheres, we can say that we first need to have a look at the various styles of leadership , so that we can be able to define that what strategy we can give to which of the person as a leader . Leaders come in various types and symbols and these leaders fall into the following category. There are basically three styles but to be specific and make it more explainable. I would be taking help of a wall street journal guide to management by Alan Murphy published by Harper business, with this context this journal would be providing us with the styles of leadership, I will be attaching one example each with the type or the style of leadership for both the corporate as well as for the politics or any phase of life. I would like to comment before actually going in detail with this part; it's not about which kind of leadership or the style of leader you are, at times you need to have such an approach, that flexibility is required, and due to which one can say even at times the Lessee ferry type has to mould himself to an auto critic leaders.

In the book of Primal Leadership, Daniel Goleman, who popularised the notion of "Emotional Intelligence", he comments upon the six major types of leadership or six styles of leadership that is required as per the leadership eligibility. It goes like this:

- **Visionary:** Very much important for such an organisation, who wants a new direction, to simply put it we can say it is most suited when ether the company is new, or it requires mending the old policies and bringing forth the new ones. According to Goleman "Visionary leaders articulate where a group is going, but not how it will get there, to put t the other way round we can say only a path is shown, but where to go is not told. I won't be offensive but just like Sonia Gandhi

mam has set a huge vies for the party and, dint told how it is to be done, and the result was a loss. One has to be very much particular about this kind of leadership styles, see what happens is that you are visionary and can see the obstacles at large, but along with that you have to be vigilant about how the things are to be done and in what logic.

- **Coaching:** This type of leadership is almost like a class, this leadership style has one such important aspect as described by Goleman, is that off those who want to be more professional, this type of leadership style is very good for them. It is like a classroom session, just like our Prime Minister Modi ji. One has to specific about the fact that it might, not turn into a dictatorship.
- **Affinitive:** This is something what is better known as Team work , this type of leadership style is often followed where there is a feeling of harmony to be created , and secondly bonding need to refuelled , there this type of things are very much required . As per Goleman one has to be very much peculiar, about over use of it. In this type of communication one has to be particular, that no such things like groups are formed, as these can at times be fatal. The best example of team work is Mac Donald's , the team is well connected and coordinated that the harmony of apex exist here , at the same time some groups are too formed within.
- **Democratic:** To be very much specific, everyone is allowed to speak and put in the views, for the success and development of the company, organisation or party. In this type of leadership a leader , combines the efforts of all knowledgeable people under one roof , but Goleman warns on a point of view that as in this type of leadership the conscious is being made up at large , often at times of crises the things may not function in favour of yourself. The example of such a leadership style is that of Reliance communication, Anil Sir has consolidated all good brains at one place, but in recent time of crises these best brains proved fatal.
- **Pacesetting:** I am the best, and I want you to be the best only, not an inch less". with such an opinion , in mind these types of leadership come into play , Goleman very strategically analyse in the book , that the attitude of this kind can cause real time trouble , the reason because it won't be motivating any of the employees , but rather that it crumbles the entire morale and makes him low esteem. Most of the people believe that it's really bad, and this type or style of leader won't survive, but at times these can be of good use, you can say Obama, Mukesh Ambani, and Ratan Tata.
- **Commanding:** Better known as military style of leadership, this style is not at all a kind of leadership style that is followed by only one of such kind and he was Adolf Hitler. He was of such notion that all things should be in time, in right place and right way. This type of leadership or leaders is criticized and often, when the team unit are also expelled out, on demand. This is only useful in the time of crises.

This was something about the leaders and the characteristics to be a leader, or leadership, and thirdly the styles of leadership, we will now be discussing upon the some of the strategies by which a leader can be crated, this part of my paper, is of great use to those who want to have some leadership traits, this part is also, useful for the colleges, organisation, political scenario. Who wishes to instil some of the characteristics, into the beings who are working, and also select and train the leaders in such a way that they come out to be good influential leaders.

3. STRATEGIES FOR CREATING A LEADER IN ORGANISATION (INDIA)

As we have already discussed about what is leadership all about, now let us deal about what is the strategy of creating a great leader or the strategy of leadership, but before that let us deal the strategy meaning in terms of leadership, A leadership strategy makes explicit how many leaders we need, of what kind, where, with what skills, and behaving in what fashion individually and collectively to achieve the total success we seek. To say it in better manner we can explain the strategy portion deals with attributes and attitude of the leaders. Like business strategies, leadership strategies are based on a thorough analysis of the current situation and an informed view of the future. The strategy then provides a series of recommendations to close the gap between the current situation and desired future. It is said that if leadership strategy is known, a leadership development strategy can be formulated to produce the desired state and implications for talent management processes can be identified. When the strategy is implemented, business results will provide feedback on how well the leadership strategy is working and help shape what new business strategies can be considered with the leadership talent that has been developed. I went to almost each and every company of India, though not all, but most of it and found out a process that is followed

International Journal of Novel Research in Marketing Management and Economics

Vol. 2, Issue 3, pp: (9-20), Month: September-December 2015, Available at: www.noveltyjournals.com

- The first step in formulating the leadership strategy is to review the business strategy for implications for new leadership requirements.
- Analysis of required current and future Leadership capabilities.
- Creating the Leadership Development Strategy
- Implications for Talent Acquisition, Talent Sustainability, and Leadership Practice.
- Getting Results and Building the Talent Your Organization Needs

These were some of the steps with the help of which we are in a position to decide upon the strategy formulation of the organisation, let us now talk about the five main strategies that are being used all over the world , which India has also adopted over the past years. This aspect was been taken from one of the blog of Jon Gordon, Jon is a graduate of Cornell University and holds a Masters in Teaching from Emory University. He and his training/consulting company are passionate about developing positive leaders, organizations and teams. He has laid down some of the basic strategies for creating a leader. Before actually discussing upon the aspect of strategies, I would like to tell my readers that it's all about belief, positive belief and negative belief, to be more certain we can say the difference between success and that of failure is of belief. So according to Gordon its must to have a positive belief. Some of the basic strategies go as under.

1. Make Your Culture a Priority – Negativity and fear are knocking your people off balance. It's time to regroup, refocus, and unite them to create a winning culture and team environment. Remember, you win in the office first. Then you win in the marketplace. With a winning team you create strength on the inside that can withstand the negativity, naysayers and adversity on the outside.

2. Share a Positive Vision – It has to be clear, bold and simple so that that everyone in your organization can understand and rally around it. It also has to be relevant to the challenges you have faced and the direction you must go. As a leader one must share this vision every day with everyone in your organization and encourage your managers and employees to do the same. Invite everyone on the bus and energize them towards a common vision, goal and destination.

3. Develop a Fleet of Bus Drivers – Once you share the vision and invite everyone on the same bus then it's essential that each person in your organization understand how they can contribute to this vision. This empowers each person to drive their own bus and generates a fleet of bus drivers with your organization all moving in the same direction with a shared vision, focus and purpose.

4. Fill the VOID...Often – Leaders, you must personally meet with your company and continually share your vision for the future and your fiscal status. Now is not a time to be in your office. Now you must be seen and heard and hear and see. Managers, communicate with your team. Let each person know where they stand. Talk about their fears. Listen to them. Explain your plan of action. Tell them how you plan to win in the marketplace. If you always fill the VOID with positive energy then negativity and fear can't breed and grow.

5. Turn Negative Energy into Positive Solutions – Utilize your current challenges, problems and complaints as a way to generate new ideas, innovations and paths to success. Study history and you'll find that many successful companies, products and initiatives were born during recessions and downturns. Encourage each person in your organization to ask and answer the following questions

These are uncertain times and no one can predict what the future will look like but by filling the voids with positive leadership, positive communication and positive action there is one thing you can be certain of – a future where you are stronger, wiser and better than you are today. This was something about the strategies aspect that was of great importance and it's basically these that have helped in creating a leader.

Now as we are noticing that the leadership aspect is depended upon how better, we have that skill, and how well we execute it, it's all about the game of positivity and synergy, if you have them in you, one can really make good leaders. But now the point is we have learnt about good leaders, we know what the ingredients are, but how far, or to what extent we are in actual position of saying we got success. To reframe my point, I would say how far we have been successful, in creating a good leader. And what we should incorporate, to make a good leader, in the next few paragraphs, I would be discussing on this very aspect.

4. HOW FAR WE HAVE BEEN SUCCESSFUL IN CREATION OF GOOD LEADERS (ORGANISATIONAL CONTEXT)

If we look at the present scenario, we find that the good leaders are now somewhere in existence, to be particular, what I have found out that leadership is one such trait, if you possess the one such kind of thing, you can really make a worth of yourself. Now there lays a big question by how far, we can say that the organisation or the political scenario, or the strategies were able to make or create a good leader, we are been discussing on the aspect of leadership form a very long time, in my paper, despite of that first let us have a swot analysis of Leadership.

In order to begin with SWOT analysis, let me first be clear to those who are unaware of Swot, It's all about strength weakness opportunity and threat, my readers would be boggling over the fact Swot is done of company or say moving object, but I assure my readers that they will have complete Swot of leadership in detail.

SWOT OF LEADERSHIP: As already told in the early paragraph I have already spoken about leadership a lot, I would now be bringing some of the strength aspects of leadership, to begin with we can say, that the **strength** of a leadership includes the aspects in the following lines by Lao Tzu,

“He who knows others is wise. He who knows himself is enlightened.”

The I am the best feeling cannot be created, it's all in the person, only he has to realize it to full, now in this context the best example one can give is of Swami Vivekananda, swami ji once went for a lecture in an alien place, there just to tease him the people of alien country gave the topic Zero, Swami Ji took the challenge and went on for hours on it. Now had he unaware of himself, he would not have done so, but only his knowledge about what substance is he made up off gave him the courage and this is what is the strength of a leader.

Now as I was going deep into my research I got upon an article from Eron Zehavi *Founding Partner, Prodege* in which he mentioned some questions on what are the questions that a person should ask if he want to judge the strength aspect in order to be a leader.

- What's the best part of what I do, and what do I do best?
- Why do people engage with my product?
- What gives me the greatest sense of accomplishment?

Let us now have a look at the **weaknesses** of Leadership, which has following aspects, one has to be very particular about the strength as it is seen that from the strength and weakness grow very close to each other, this could be seen from the statement of Ralph Waldo Emerson *“Our strength grows out of our weaknesses.”*

To be precise we can say that there is a room for improvement in all, we cannot boast on the fact of being the best, all we can say is that there is always a room and the scope of improvement in all, it is we who need to actually work it out. Regarding the aspect of being weak or to analyse the weakness part we ought to answer the question.

- What can I do better?
- In what areas do I receive the most complaints (from consumers or employees)?
- Am I spending money on something that isn't necessary?

The next lies in the statement of what is the real **opportunity** for Leadership, the aspect of which is analysed in the following statement *“In the middle of difficulty lies opportunity”*. In these words of Albert Einstein, he is telling about the fact, if there is any difficulty, there is an opportunity along with it also or to be precise opportunity is “a good position, chance, or prospect, as for advancement or success.” No matter whom you are or what you do, there are always opportunities for you to succeed—the trick is to find and take advantage of them. Therefore one has to be vigilant about these opportunities. The question which arises now is that how do we actually seek for it, we must remember to answer the following questions

- Is there a particular demographic or market that would like my product that I'm not reaching?

International Journal of Novel Research in Marketing Management and Economics

 Vol. 2, Issue 3, pp: (9-20), Month: September-December 2015, Available at: www.noveltyjournals.com

- What direction are consumer trends moving, and can I get ahead of the curve?
- Can I capitalize on any of my competitors shortcomings?

The last of all is the threat of leadership that could be well defined by the following lines of Peter Shelton *“As a goalkeeper you need to be good at organising the people in front of you and motivating them. You need to see what's going on and react to the threats. Just like a good manager in business.”*

The threat lies in your mind the fear of not happening of something, to be more specific we can say take the example of World Cup soccer goal from England would provide such sound advice for CEO's? Like a penalty kick from Leo Messi, he couldn't be deader on. In order to analyse the concept of threat we ought to answer the following question

- What “shelf life” do I have for my product to be relevant?
- What are the main factors causing my cart abandonment (or churn rate, or negative feedback)?
- Is there another company with a similar product that could potentially draw customers away from me

Therefore it is clear from the above Swot that if one is able to meet and analyse the concept of leadership according to this, he or she would be in position to make a good leader, and it is commendable from the point of view of India that India has made the leaders of such sort that are being made by analysing these aspect carefully.

I myself have worked upon many of the companies to find the real verdict on the strategy part of the leadership. I have made a survey on say 50 companies of luck now and met almost 100 of people, who are entrepreneurs, businessman, and of other classes to find out what has made them the leader or to be specific what are strategies followed in their organisation.

Objective: My objective was to find out what the leadership traits are and which strategy is used by them in order to change them from what they were in an organisation.

Universe: India

Sample size: 50 companies (Small & Big) 100 people were asked upon

Tool: Questionnaire

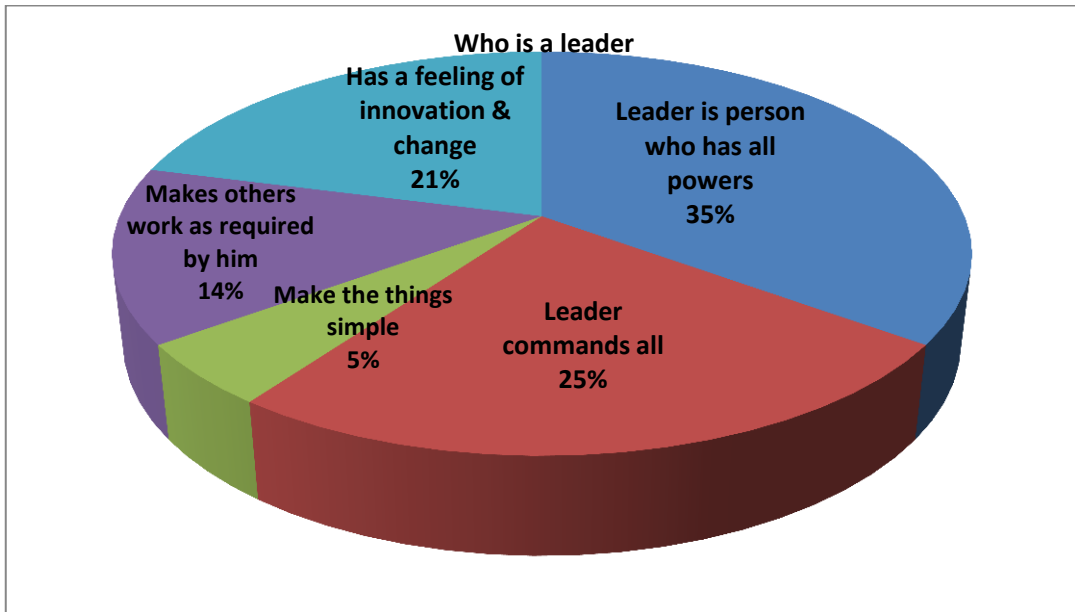
Method of representation: Pie chart

The readers of mine should not boggle with this part of mine as it is the conclusion and my finding on the basis of the survey which I did, and that has helped me to analyses the duty and the methodology of leadership strategy, I went to all the parts of India and it took me long time to make this comprehensive research, let us begin. I will make it very clear that I have not touched the boundaries of India, to be particular have tried to remain with the Indian hemisphere only. I am also affixing the question and the elaboration along with it

Question 1 Who according to you is a Leader?

Answer The answer of this question was very weird some of them give just a vague answer and the rest were on the stereotype verdict of giving the definition, most of them were associating the leader to political view point, some of them to the corporate world. To which I infer that a leader is someone who has an authoritative power, who can make the things work as per his requirement and will and can make complex task simple. The views of the people are put forward in a form of pie that has been elaborated further

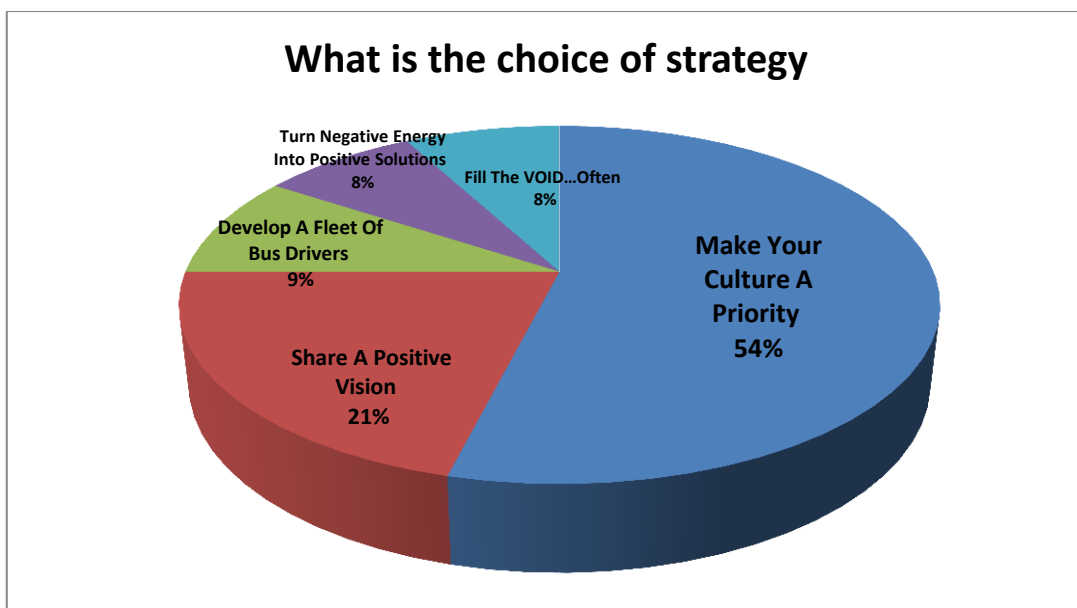
- Leader is person who has all powers
- Leader commands all
- Make the things simple
- Makes others work as required by him
- Has a feeling of innovation & change



Question 2 which of the strategy according to you suits the best

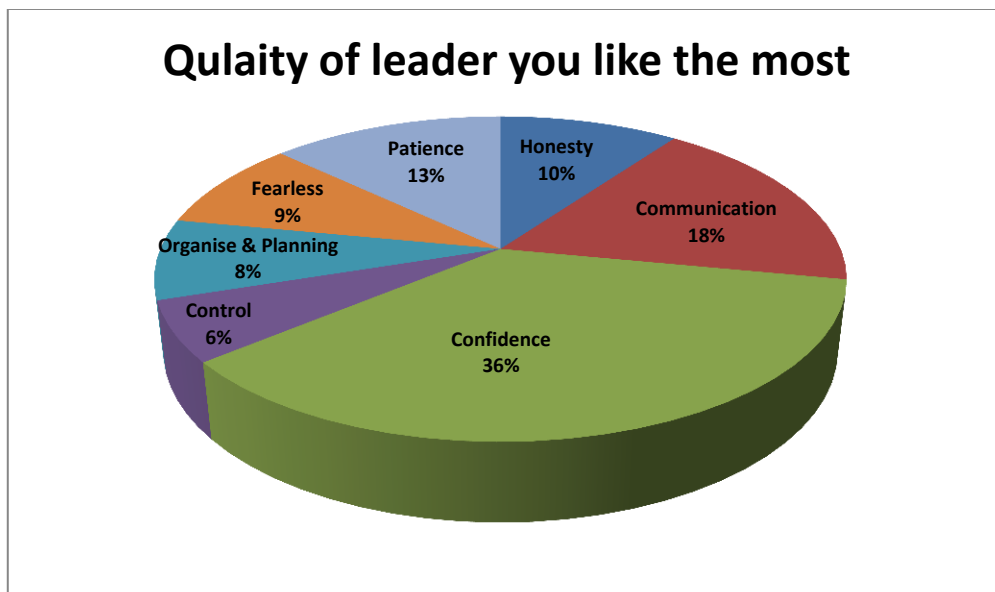
Answer This question was a bit tricky for many of the people as for some these strategy were nothing but mere bookish knowledge as for them it all lies in your will power and determination, for some its nothing but the positive vision that makes a leader complete, and for few it's very necessary to share the vision of yours equally to all, as this will developed a fleet of bus drivers, that is to say all would work in same direction. The graphical representation of the thing can give you a clear picture.

- Make Your Culture A Priority
- Share A Positive Vision
- Develop A Fleet Of Bus Drivers
- Fill The VOID...Often
- Turn Negative Energy Into Positive Solutions



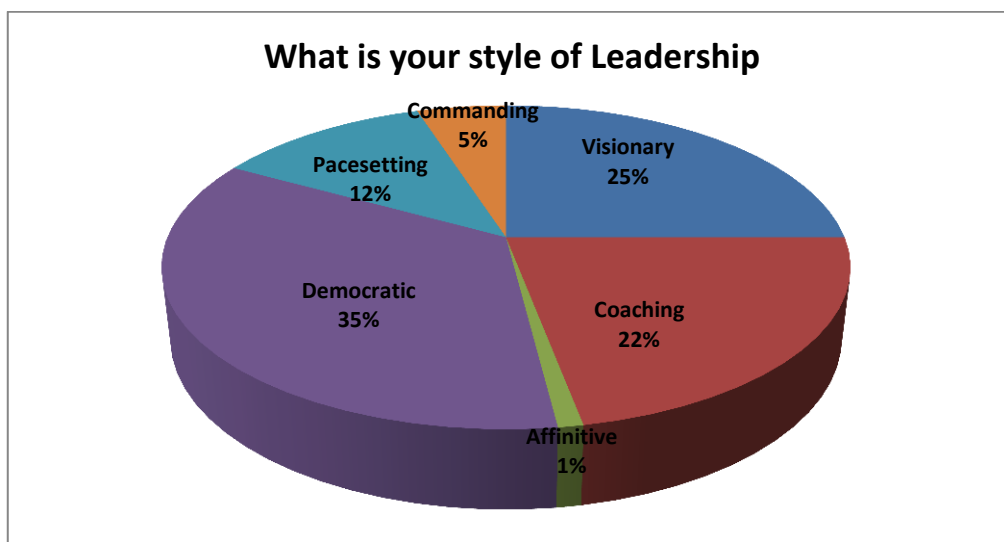
Question 3 which quality of a leader pleases you the most?

Answer This answer has many vague parameter and , on the basis of this answer , my next question was answered almost similarly , to be particular , in my next question I wanted to ask people which type of style of leadership you prefer , so just to form a kind of basis for that we first were required to answer the quality of leadership that fascinate the people .On the basis of this question I learned that most of the people were of opinion Confidence ruled out to be the priority , then it was communication , followed by patience, honesty and all. Let us see the diagrammatic representation part of it and see how the things worked out, my readers would be wondering on the question as this might seems to be elementary but on the basis of this elementary aspect only we were able to decide that what was the type of style the people choose leadership of



Question 4 how will you define the type of style of leadership that you are having?

Answer As I had already explained you that the basis of this question was laid in the previous question only, the answer which I got many of the answer of this question, and I deduced that in the country like India we have the all kinds of style of leaders, but have a democratic sort of style, to be more clear though there are all types of leadership style prevalent in India, and when I went to each and every company, I have myself noticed many varieties and style of leadership , but off all the democratic style is mostly prevalent. Let us now have a look at the diagrammatic representation, so that my readers can make the distinction clearly, and understand the concept in much better way.

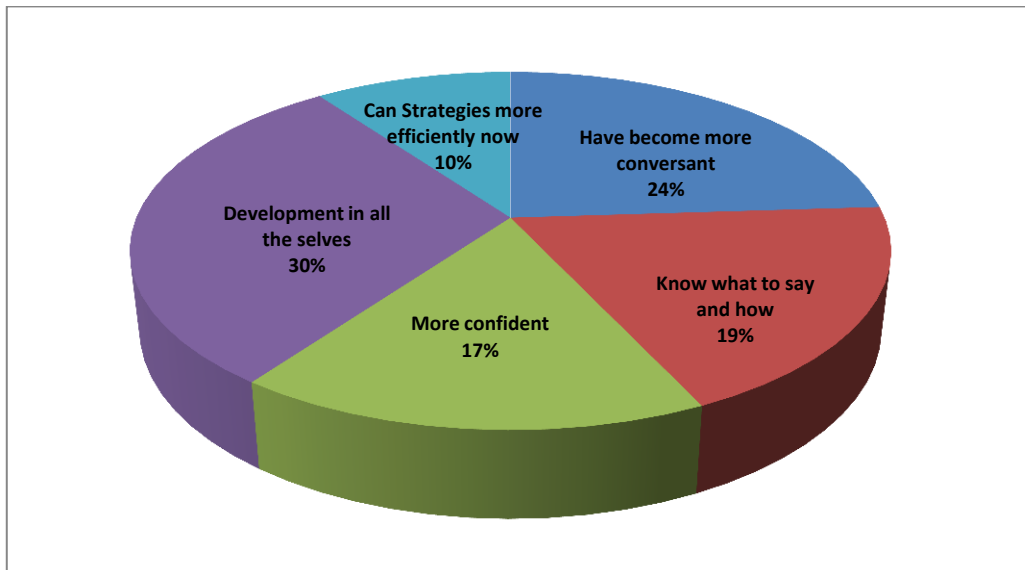


Question 5 what type of change do you feel after adopting the strategies for your organisation?

Answer This was an answer which many of the people were conscious , but the point was not to make them so conscious , so I informed them that the question is just to see how they have succeeded in their lives. Many of the answer were that they found a constructive change but what type of change no one was really sure at , but for their convince I have made few of the choices by which they can decide upon what type of change did they feel after adopting the aforesaid strategies , which are laid as under :

- Have become more conversant
- Know what to say and how
- More confident
- Development in all the selves
- Can Strategies more efficiently now

On the basis of these five aspects let us now construct a pie chart to see what percentage is allocated to each.



This questionnaire though has too many questions but the five main questions that primarily focused upon these five questions only. I would now like to give my final verdict about my paper.

As I had already made it clear that the paper will Rome around the strategies that will be or that are been taken by our country, basically the leadership is a medium with the help of which those unanswered questions about the self and also the aspect which we should work on, is known, apart from this with the help of the leadership we will be able to trace out the efficiency of an organisation. In short we can say that that the real potency of a company could be judged by the type and the kind of leader it is having. Leadership is scale or a parameter on the basis of which. Leadership whether of organisation, or that of politics, must have the following things or these are the aspects on which we primarily focus, which include

- A. The quantity of leaders needed, as indicated by current and projected formal leadership positions depicted on an organization chart (number, level, location, function, business unit, reporting relationships, etc.)
- B. The qualities desired in selection (demo- graphics, diversity, background, experience level)
- C. The skills and behaviour that are needed to implement the business strategy and create the desired culture (skills, competencies, knowledge base)

International Journal of Novel Research in Marketing Management and Economics

Vol. 2, Issue 3, pp: (9-20), Month: September-December 2015, Available at: www.noveltyjournals.com

D. The collective leadership capabilities of leaders acting together in groups and across boundaries to implement strategies, solve problems, respond to threats, adapt to change, support innovation, etc.

E. The desired leadership culture, including the leadership practices in use, such as cool- elaboration across boundaries, engagement of employees, accepting responsibility for outcomes, creating opportunities for others to lead, developing other leaders, learning how to learn, etc.

The Centre for Creative Leadership has been studying leaders and leadership for nearly 40 years and has recently come to an important conclusion: leadership begins with individuals in leadership positions, but it doesn't end there. The ability of an organization to accomplish its goals does not depend solely on the force of will of a single great leader, or even upon the effectiveness of the organization's chain of command. These things are important, but don't in and of themselves help us understand why some organizations succeed where others fail. Take for example the company Kingfisher, now what happened to the company, everything is now on verge of stoppage or some of it has gone away .and if you look at the other companies also those of which who haven't adopted a strategy for themselves or for the company, or by chance are unaware of it, they suffer a great loss.

Each element of leadership is inter-connected with the other five dimensions we have identified, and it would be foolish to focus on individual elements of the framework separately, without considering the whole inter-connected system. For example, it is not feasible to think about or try to develop the capabilities of leadership without taking into account the leadership model (concepts), the sources of power and legitimacy for leadership (characteristics), the external policy contexts and the internal organisational context (contexts), to think about the goals or purposes for which leadership is exercised (challenges) or to have some awareness of the impacts or possible impacts, both for the task in hand and also to achieve positive outcomes for the public sphere (consequences).

Therefore it is really a hard aspect to define the leadership, in a sense that though there are many of the definition, but still as already told that without a proper planning a strategy concept it is really difficult to channelize the things. In the end I have only one thing to comment upon and that is Leaders are created, they have to be moulded as per, your desire and wishes, and once you have made them you have to see that the correct strategy is being implemented. As without a strategy you r leader is a puppet in the hands of situation, so make it carter it and the organisation would accelerate soon.

REFERENCES

- [1] Recent trends in leadership Thinking and action in the public and voluntary service sectors by Jean Hartley John Beningt on Developing a Leadership Strategy A Critical Ingredient for Organizational Success by By: William Pasmore
- [2] An article from Eron Zehavi Founding Partner, Prodege
- [3] Primal Leadership, Daniel Goleman, who popularised the notion of "Emotional Intelligence"