UNIT 7014V1

Assignment Brief: Strategic leadership practice.

» INTRODUCTION

This assessment is about the links between strategic management and leadership, key leadership principles, theory and organisational strategy.

» SCENARIO

Learners may use their own employment context, or that of another organisation with which they are very familiar, to base their assignment. However, in the case that they are not able to do so, please use the below scenario: -

You are a senior manager in a medium sized organisation. You have been asked to undertake a strategic analysis of managers within the organisation to review differing leadership styles. The aim is to identify any potential competitive advantage and core competencies in relation to rivals. Part of your analysis will require you to examine management theories and evaluate alternative approaches to management and leadership to better inform organisational performance.

» TASK 1

Define the term 'effective leader' and 'effective manager' and differentiate between them.
Identify six key factors to analyse if managers make effective leaders, explain if leadership skills may be inherent, learned or both.

Leaders inspire others to follow them, but may not necessarily possess management skills. Analyse the concept of leaders being effective managers.

Identify and explain four demands of strategic management and strategic leadership. Analyse the balance needed between these demands and possible ways a suitable balance can be achieved.

Guideline word count: 800 - 900 words

A.C. 1.1 - Analyse the concept of managers as effective leaders

A.C. 1.2 - Analyse the concept of leaders as effective managers

A.C. 1.3 - Analyse the balance needed between the demands of strategic management and strategic leadership

Evaluate the role of the strategic leader in the process of creating an organisation's mission, vision and values. Describe how the organisation's mission, vision and values can be effectively communicated to six different stakeholders. Justify why you have chosen each method of communication to reflect the needs of the stakeholder group.

Select and describe two different leadership styles a manager may adopt. Analyse how personal energy, self-belief and commitment can impact on these two styles when applied in the strategic environment.

Managers that demonstrate ethical leadership styles can engender empowerment and trust. Discuss two possible examples of this within a workplace situation. Discuss four potential impacts ethical leadership may have on organisational practices

Guideline word count: 800 - 900 words

A.C. 2.1 - Evaluate the role of the strategic leader in the creation of the organisation's vision, mission and values.

A.C. 2.2 - Discuss the leader's role in communicating the organisation's vision, mission and values to others

A.C. 2.3 - Analyse how personal energy, self-belief and commitment impact leadership styles and their application in the strategic environment

A.C. 2.4 - Discuss how ethical leadership engenders empowerment and trust, identifying its impact on organisational practice

Within the context of strategic leadership evaluate the concept of: -

* Transformational leadership
* Transactional leadership
* Situational leadership

For each of these types of leadership evaluate the impact it can have on organisational strategy

Guideline word count: 1,600 - 1,700 words

A.C. 3.1 - Evaluate transformational leadership and identify its impact on organisational strategy

A.C. 3.2 - Evaluate transactional leadership and identify its impact on organisational strategy

A.C. 3.3 - Evaluate situational leadership and identify its impact on organisational strategy

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