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LEADERSHIP STYLES IN PROJECT MANAGEMENT

In today's rapidly changing and uncertain times, the question of leadership styles in project management becomes particularly relevant, as the correct approach to leadership can determine the effectiveness of a team, organizational culture, and the level of achievement of set goals, stipulated in projects.

A leadership style is a set of approaches and characteristic traits that define how a leader manages their team. Each style has its own peculiarities and influences on the work process, employee motivation, and goal achievement.

In a world of rapid development, where technological innovations, changes in the economy, and social transformations shape the course of society, there is a need to generate new approaches to business, management, and leadership. In this context, the concept of "leadership style" becomes a crucial focus for both researchers and practitioners, as a proper understanding how different leadership approaches impact the effectiveness of organizational management and team interactions.

The increasing complexity in modern business, dynamic market conditions, and diversity of team abilities demand leaders who can adapt to various situations and engage with diverse employees. However, the effectiveness of leadership in project management extends beyond technical skills; it lies in the ability to create a dedicated and motivated team ready to tackle challenges and achieve exceptional results.

The study of leadership styles holds significant value for future professionals in the field of projects in marketing. Marketing activities require a leader who understands consumer needs and aspirations, can devise strategies to attract and retain customers, and shape a positive company image. A marketing leader must be an effective communicator, capable of inspiring the team towards creative solutions

and innovations. Thus, studying leadership styles becomes an essential component of the professional preparation of future marketers.

Authoritarian Leadership Style. The authoritarian leadership style is characterized by a high level of control and directive guidance from the leader. A leader who adopts this approach makes decisions independently, disregarding the opinions of team members, and determines the course of action for the entire team. In such situations, the leader is an authority figure who oversees processes, sometimes even resorting to micro-management.

An authoritarian leader excels in situations where quick decisions are needed, especially in crises or emergencies. This approach proves effective when aiming to achieve clearly defined goals, even in cases of stringent limitations. For instance, in defense industries or urgent medical situations, the authoritarian style can ensure operational efficiency and minimal delays.

Transformational Leadership Style. A transformational leader is dedicated to their mission and motivates their team to achieve remarkable results. They seek to create internal motivation in employees, aligning with their inner values and ambitions. This leader places the organization's goals and mission at the center, aiming to transform routine tasks into inspiring challenges.

The transformational leader values personal growth and development in their team members. They facilitate the realization of potential, foster learning, and self-improvement. This leadership style is suitable for companies striving for innovation and a creative approach to tasks. It shapes a positive corporate culture where employees feel integral to the organization's success.

Situational Leadership Style. A situational leader acknowledges that there is no one-size-fits-all leadership formula and that the choice of style should be based on specific circumstances. This approach may demand the leader's ability to adapt to various situations and perceive team members as unique individuals.

A situational leader determines their approach according to task complexity and employee readiness levels. They might offer guidance, empower decision-

making, or provide considerable autonomy based on what's appropriate. This style is flexible and adaptive, allowing real-time responses to changes and optimal approaches selection.

Democratic Leadership Style. A democratic leader believes in the significance of involving employees in the decision-making process. They create an atmosphere of openness and trust, where every team member can voice their opinion. This approach encourages diverse reasoning for decision-making and uncovers the best ideas. Democratic leadership is suitable for teams with varying knowledge and experiences. It unites diversity to achieve common goals. This style is characterized by accountability towards the group and partnership in decision-making.

Taking into account all the above-mentioned information regarding leadership styles, it is important to mention that each individual possesses a unique combination of traits and inclinations. Choosing the optimal style depends on the situation, goals, team specifics, and personal beliefs. Adapting and developing leadership skills is key to success in contemporary business and project management. It is crucial to recognize that no style is a universal ideal, and a successful leader should be prepared to combine different approaches project management depending on the circumstances. The ability to adapt and cultivate one's leadership skills is a vital factor in achieving success in modern business and project management.

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