

# Study on the Effective Leadership Strategies for Leader

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## Abstract

**Background/Objectives:** Leadership is required on leaders regardless of size where people come together. Leaders sometimes misunderstand how every leader is equipped with proper leadership. **Methods/Statistical Analysis:** Therefore, there are several people saying that 'I do not need to learn leadership.' Leaders might certainly be the ones equipped with all the qualifications. This means that leaders might be those who think they are equipped with leadership. However, leadership is a more of acquired feature instead of innate characteristics. Therefore, effective leadership is required on leaders. **Findings:** 7 essential leadership strategies are established to become a leader as follows in this study. First, it is the leadership to have vision, core values, and regular strategies. Second, it is the leadership to have matured personality. Third, it is to have self-control skill. Fourth, it is to have modest serving others. Fifth, it is to have the passion. Sixth, it is to have the communication skill. Lastly, it is to have the softness as well as the strength. The simple theory and scientific background of the leadership will be explained for these on the definition, characteristics, strengths and weaknesses of the established seven leadership strategies in this study. However, seven leadership strategies in this study will be suggested based on the books related to the leadership as well as the theories of the famous scholars. **Application/Improvements:** From this study, they will be suggested what the qualifications for the good leader are, what the leadership strategies are to be equipped as the good leader, and how they can develop the leadership strategy. In addition, it is anticipated that the study results could be utilized in the education as well as the leadership strategy that should be qualified as the good leader.

**Keywords:** Communication, Leadership, Leadership Strategy, Leader, Self-Management Ability

## 1. Introduction

There are many people around us who have misunderstanding or myth in leadership. Leith Anderson said about misunderstanding of leadership as follows. "Leader is certainly equipped with all the qualifications. Leadership is only about a leader. All the leaders are heroes. Leaders are certainly equipped with a qualification named leadership"<sup>1</sup>. However, contemporary era is regarded as a crisis or panic of leadership.

Leader is in need of development and strategies for customized leadership, differentiated leadership, and desirable leadership. In addition, leaders are required to come up with creative and strategic thought and idea. In addition, studies dealing with idea and program that are related to advanced planning scheme, proceeding power, changes in progressive paradigm, and refreshing jolt

above other people.

Therefore, leaders shall be a great leader and also an instructor who is equipped with an ability of studying for cultural code, thought, view, and style and an insight on changes for analyzing and preparing for the future while following the trend in modern era. In order to be a true leader for making changes, it is required to make an attempt to change oneself beyond the previous paradigm in the past. This study is intended to suggest strategies for effective leadership as well as the importance of leadership to be a successful leader.

## 2. Importance and Necessity of Leadership for Leaders

Leadership is required not only on dean in large

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university, director in huge hospital, and CEO of large company. Leadership is also required on all the people and also very important. In other words, parents are in need of leadership, and instructors are required to have leadership in school. In addition, leaders are in need of leadership in society. Author in<sup>2</sup> said, “One of the biggest tragedies in modern churches is how people are unable to realize the importance of leadership.

Who is the leader? Author in<sup>3</sup> has well defined the leader by using the English word, leader. Who is the leader in the perspective of him? First of all, leader is a learner. Secondly, leader is an educator. Third, leader is an administrator. Fourth, leader is a doer. Sixth, leader is an encourager. Seventh, leader is a reviewer. Therefore, these seven types of leadership are required to be a successful leader.

### 3. The Conditions for, and of the Leader

Leadership is the combination of the word “leader” and “ship”. Therefore, leadership means the ability for the leader to lead the ship to the destination. To lead the ship to the destination well, there needs to be a good leader. Then, what are the conditions of being a good leader? When asked what the most difficult role in the music orchestra was, Leonardo Bernstein, the famous conductor and composer in America, answered, “It is the second violin. We can easily find a person who wants to lead the performance. But it is really hard to find a person who is content with the role of the second violin with excellent capability and enthusiasm”. In his book “The 21 irrefutable laws of leadership”, John Maxwell said, “the possibility of success of all the leaders depends on the people who are closest to them”.

For the ship to reach the destination, the role of the captain is very important. But it cannot successfully make it to the destination only with the power of a captain: There needs to be people who help the captain beside and at the back of the captain. That is, the leaders need followers. With the leader and the followers cooperating together, the leader can exert complete leadership showing strong influence. How can we become a leader that people want to follow? This must be the question that is pondered upon at least once by a person who wants to be a good leader. John Maxwell, the expert in the area of leadership, says the key to becoming a good leader does not lie in focusing on making people follow, but in focus-

ing on making himself or herself a person that people want to follow. How can we become a leader that other people want to follow?

Firstly, good leaders have great personalities. Have you seen people with outstanding ability and talent falling head-over-hills abruptly? Do you know why it happens? It is because they have a personality problem. No matter how much good quality and ability they have, they cannot stay in the position of a leader without good personality and character. Secondly, good leaders have vision and share it with other people. Leaders with vision can become good leaders, but better leaders do not seek their vision alone, but present the vision to their followers and share them. Thirdly, good leaders maintain good relationship. Just like the quote from the American president Roosevelt, “The most important element in the formula of success is to know how to socialize with other people”, there are many people around a good leader who has good relationship with other people. Fourthly, good leaders serve others rather than themselves. The more powerful strength than power and social status is serving. Serving and modesty are mild but strong. What melts the cold ice is not strong impact, but soft and warm heat. This warm heat is exactly what serving is like. Fifthly, good leaders communicate with other people. There is a famous saying in Dong-ui-bogam, “The reason why you are feeling pain is because your body is not circulating, and the reason why you are not feeling pain is because your body is circulating”. One of the reasons that makes us ill is because blood is not circulating. Like this, if a community lacks communication, a problem occurs for sure. Why do you think God gave us two ears and one mouth? I think it is because he wanted us to talk less and listen more. Good leaders catch even a smallest sound. Lee Gunhee, the former CEO of Samsung, is said to enjoy listening more than talking, often called “listening-type leader”. This completely makes sense. “The commanding style leader”, who likes to talk rather than listening to the subordinates, is not a good leader.

## 4. Effective Leadership Strategies to be a Leader

### 4.1 Leadership Equipped with Vision, Core Value, and Regular Strategy

Aburey Malphurs insisted that vision is what leader is able to accomplish and is required to do so as a part of blueprint in the certain and also challengeable fatigue

duty. Vision is the clear and futuristic blueprint for the fatigue duty in the future and is also what is feasible to be accomplished. Vision is equipped with an ability to mobilize people that leader is required to frequently provide his/her vision to his/her followers to achieve them. This is because leader is unable to mobilize people without obvious vision. Therefore, leader is in need of plans and strategies that are specific and realizable in the short-long run such as a blueprint to realize the vision, in other words; goals.

## 4.2 Leadership Equipped with Mature Dignity

John Maxwell said, "Character does not rely on environment. Character is not proportionate with experience. Character shall not be confused with fame". In<sup>4</sup> character does not rely on growth background in childhood, growth courses, and environment. This is because children raised by the same parents do have different characters. Most of the people think of characters as what is proportionate with social position, status, and fame. However, character is not always proportionate with status, position, and background. If comparing a person in fame as gold, those with great character are described as gold mine. Many people define character as follows.

Thomas Jefferson emphasized, "As for character, the God uses a person with lofty character as a great figure"<sup>5</sup>. In addition, Abraham Lincoln once said, "I wanted to leave a friend of mine there, and that person is a friend named great character inside of me" when he left the administration department. In<sup>6</sup> Samuel smiles has explained that "Genius creates impression, but character causes awe. Character is an asset. Character is shown by behaviors. National power depends on character of citizens<sup>7</sup>. "In order to be the best, build character. Leader with desirable character makes success. Competitive leadership is built by character"<sup>8</sup>. "What makes victory or defeat from the war is character of individuals"<sup>9</sup>.

Furthermore, he emphasized, "Army leader shall be the one with desirable character, and also subordinates shall be the one with character"<sup>10</sup>. I once heard a great line from one of the broadcasting TV networks. I believe it was a great saying about character. Character in one drama scene said, "We subordinate to scary senior, but sacrifice our lives to boss in character". There are people around leader in character who sacrificed their lives, but only those around scary leader without character

who only superficially subordinate but speak ill of them behind. As for the importance of character, Soomyung Woo emphasized that people with desirable character create the world. In addition, one of the composers in English church named John Luther said, "Desirable character deserves more honor than outstanding talent" in terms of the importance of character<sup>11</sup>. Therefore, people with desirable character influence on others make them become more passionate and also members respect and love them.

Successful leader relies on 'character.' Leader shall be a person with mature character, in other words; 'a great and mature person.' Leader is required not to force respect on followers because of authority but to be respected and trusted by them with mature and desirable character.

## 4.3 Leadership Equipped with Self-Management Ability

In order to be a great leader, one is required to invest on self-management. Self-development is included in the self-management. In other words, those who are good at self-management are also good at self-development. Prerequisites for the self-management are explained briefly as follows.

First of all, it is time management. Time management expert named Mark Foster compared those who were good at time management and those who were not as follows. "Firstly, those who are good at time management are strict, and those who are not are impulsive. Secondly, those who are good at time management look at the big picture, but those who are not tend to be bound in trivial. Those who are good at time management have a good system, but those who are not do not have a system or use poor system. Fourth, those who are good at time management pursue the balance between work and play, but those who are not fail in both. Fifth, those who are good at time management are relatively less stressed, but those who are not are always stressed out. Sixth, those who are good at time management tend to concentrate attention of people, but those who are not dissipate the attention from people. Seventh, those who are good at time management react with behavior against fear, but those who are not avoid in reaction with fear"<sup>12</sup>. There might be no one who does not have any issue in time management in the world. Exaggeratedly speaking, one of the important factors that make a difference between success and failure in the life might be time management. Leaders always

have insufficient amount of available time. Therefore, time management is important for leaders who are always busy.

Secondly, it is character management. The importance of character management has already been explained earlier.

Third, it is knowledge management. Leader is in need of ability and capability along with character as much as character management. Hong Han explained this ability as “analytical and utility power of information, concentration, through preparation, organization dominating power, communicative ability, and risk control ability<sup>13</sup>”. said, “Humans are not capable of stopping and do not stop. Therefore, those are humans who do not stay in the current situation, and those who always stay in current situation are useless”. One of the common factors in successful people is that they had been studying for their entire lives. When young, Edison spent twenty hours to work in average a day. Tolstoi studied Italian language when he was old. Goethe wrote 『Faust』 immediately before he died. Picasso kept on continuing creative works when he was 91. Author in<sup>14</sup> said, “Read the most useful books. In<sup>15</sup> make sure to regularly and constantly read. Make sure to spend at least four to five hours reading books a day”. Therefore, leader shall be the one who continues to study for his/her lifetime long. Hereupon, leader shall be the one who is able to select and collect information created every day and makes a leap forward in teaching and delivering knowledge to believers.

Fourth, it is health management. Leader shall be good at health management. However, they need to spend time on health management in order to be a successful leader.

Other than four factors (time, character, knowledge, and health management) explained earlier, self-management includes language management, dignity management, personality character, home management, social life management, inter-personal relationship, facial management, image management, vision management, money management, mind control, conflict control, and performance management.

#### 4.4 Leadership Equipped with Humble Devotion

Douglas K. Smith said, “It is first required to learn how to follow. All the leaders shall realize how following is the wisest selection on leadership” for all the leaders to be a successful leader. In<sup>16</sup> therefore, it is not difficult to be a

leader who follows. In order to a great leader who follows, it is required to be a leader humbly following calling, goal, and vision of them instead of following ambition, goal, and vision of them.

Following leadership is a prerequisite for leader. This is because influence of leader depends on the following power. Therefore, leader shall be the one who sacrifices his/herself for his/her followers. Leader shall be the one who places higher priority in desirable characters and exemplary life instead of position and status of them to lead others. Leader shall be the one who actively works instead of those who passively work. Leader shall be the one who provides vision to his/her followers. Leader shall not work for his/her personal profit but be the one who uses his/her ability and authority in order to achieve calling and goals of the community instead of pursuing his/her personal interest. Leader shall not be the one who follows to fulfill his/her duties but be the one who satisfies request and needs of others.

#### 4.5 Leadership Equipped with Passion

Leader without passion is comparable with vehicle without engine, church without saint, and not tasty food without salt. John Maxwell said, “When leader makes an effort with passion, he/she always meets passion for responding. Make sure to be passionate in life and love<sup>17</sup>”. He continued, “Passion is the first step for achievement. Passion builds will power. Passion changes oneself. Passion makes the impossible to the possible”. Samuel Smiles said, “Passion makes a person competitive, provides power, ability, and growth power, and passion is hence an active power<sup>18</sup>. Passionate people are full of others. Passion provides power and influence on those around them.

#### 4.6 Leadership Equipped with Communication

John Maxwell emphasized the importance of communication by saying, “Without communication, you will be alone”. In<sup>19</sup> insisted that outstanding communication skills are required to be a successful leader, and direction shall be suggested by using this ability. In<sup>20</sup> said, “Leader is regarded not to serve his/her role if not building outstanding communication skills. In<sup>21</sup> therefore, they are required to be more sensitive in communication and make more effort on development of communication skills in order to be an influential leader on others. Communication is of a core element between believers and others in the world.

As for the importance of communication, Stuart Levine and Michael Crom said, “There is nothing easier to fail in communication”<sup>22</sup>.

Maxwell explained about how to build effective communication by saying, “Firstly make the message simple. Secondly, understand people. Third, show the truth. Fourth, ask for response”<sup>23</sup>. The reason why the former president Reagan became a great leader was because his communication skills were outstanding. Therefore, leader shall understand and research words, phrases, and culture used by follows and build an ability in well communicating with them.

#### 4.7 Leadership Equipped with Soft and Tough Feature

Successful leader is a person equipped with soft and tough leadership. It means the harmonization of masculine leadership and feminine leadership. In other words, it is the characteristic of leader in the 21st century that softness and toughness are well harmonized and balanced. In the 21st century, feminine leadership is preferred over masculine leadership. According to the result of investigation as to which leadership was preferred between feminine leadership and masculine leadership on about 1000 office workers in Korea, 61.8% of men and 95.1% of women turned out to prefer senior with feminine leadership. This is because modern society tends to emphasize horizontal relation over vertical relation<sup>24</sup>. People in modern era prefer feminine leadership that pursues open attitude instead of forceful masculine leadership. Jonghyun Kim said, “Leadership in the 21st century is to stand in the same level of perspective with others instead of showing charismatic leadership listening to opinion of others and also show affection to people in soft expression. Equipping

with warm heart and friendship is the requirement of a leader in the 21st century”<sup>25</sup>.

Therefore, leader who instructs and leads people shall place high priority in relation-oriented serving instead of excessive goal-based and work- and performance-oriented serving. It is required to build leadership equipped with harmonization and balance of tough masculine leadership and soft feminine leadership. The following Figure 1 demonstrates the effective leadership strategies model.

## 5. Conclusions

“Leadership is one of the most important factors among the conditions of the reader”<sup>26</sup>. Therefore, it is required to continue making an effort to study principles of effective leadership and build qualifications of a leader to become a successful leader. In addition, they shall be a great instructor for their followers.

Therefore, leader shall be aware of what they need to teach, how to teach them, and whom they teach. Leader is required much more than being good at teaching and learning. Leader shall be good at serving as a role of administrator. Leader shall represent leading role, consistency of speech and behavior, and sacrificing spirit as a doer. Leader shall take care of living environment and conditions of people and encourage them as an encourager. Therefore, it is required to pursue the balance of leadership strategies to be studied with aforementioned seven effective leadership strategies at the same time in order to be a good leader without losing balance, concentrating on only one factor, or using biased leadership. Leader shall be the one who is well equipped with and balanced with aforementioned seven leadership strategies.



**Figure 1.** The effective leadership strategies model.

## 6. Acknowledgment

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