

**ЕФЕКТИВНО ЛИДЕРСТВО**  
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**EFFECTIVE LEADERSHIP**  
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Received: 18.10.2017, Accepted: 30.10.2017

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**Abstract**

*Effective leadership is a crucial attribute that many managers lack despite their job title. True leaders are able to instill trust, provide direction, and delegate responsibility amongst team members. Effective leaders create results, attain goals, realize mission, and other objectives more quickly and at a higher level of quality. They generate higher productivity, lower costs, and more opportunities than others.*

*Effective leaders are persons with a passion for a cause that is larger than they are. Someone with a dream and a vision that will better society, or at least, some portion of it. They encourage a high-performance mindset while creating a culture whose foundation promotes teamwork and competitiveness for the betterment of a whole.*

**Keywords:** *effective leadership, leadership skills, managers, teamwork, competitiveness*

**JEL codes:** *M10, M19*

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**Introduction**

**„Great leaders are born, not made.”**

Leadership is highly sought-after and highly valued commodity.<sup>22</sup> A remarkable amount of time, effort, and money has been devoted to the study of leadership.



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<sup>22</sup> Northouse, P. G. (2007). Leadership: theory and practice. 4th ed. Thousand Oaks, CA: Sage Publications, p.1.

Despite all research, there is little agreement about exactly what leadership is.

Ideas about leadership are affected by concepts of leadership held within particular culture or other context in which people find themselves (Avery, 2005). Some use the metaphor of an orchestral conductor to describe the quality of the leadership process. The effective leader resembles an orchestra conductor in some ways. He has to somehow get a group of potentially diverse and talented people - many of whom have strong personalities - to work together toward a common output.

Although there's no "one-size-fits-all" approach to managing, research shows that when managers are focused on being effective leaders, their good habits trickle down to their employees. In addition to advancing their careers and providing authority, successful leaders should focus on being authentic, positive influences for their coworkers and peers. Leader social control is positively associated with leader self-efficacy and ability to enact the leadership role (Riggio, Reichard, 2008).

The simplest way to measure the effectiveness of leadership involves evaluating the size of the following that the leader can muster. However, this approach may measure power rather than leadership. To measure leadership more specifically, one may assess the extent of influence on the followers, that is, the amount of leading. Within an organizational context this means financially valuing.

Becoming an effective leader is not a one-time thing. It takes time to learn and practice leadership skills. Today's business professionals know that in order to achieve success, they must commit to lifelong learning and skill building, in the essential areas:

- ✓ **Communication** - Good communication skills are required at every level of business, but leaders must possess outstanding communication skills. Luckily, this is a skill that can be learned.
- ✓ **Motivating teams**- Inspiring others is the mark of an effective leader. Motivation is best done by example and guidance, not by issuing commands.
- ✓ **Team building** - Putting together strong teams that work well is another trait of great leaders. The opposite is also true: if a team is weak and dysfunctional, it is generally a failure in leadership.
- ✓ **Risk taking** - Great leaders take the right risks at the right time.
- ✓ **Vision and goal setting** - A team depends on its leader to tell them where they are going, why they are going, and how they're going to get there. People are more motivated when a leader articulates his or her vision for a

project or for the organization, along with the steps - or goals - needed to achieve it.

## **1. Definition of effective leaders**

To define a leader, especially, an effective leader is no easy task, because it is a rather abstract concept, and there is a notable difference between them.

The effective leader contains two components - the traits of a leader and the skills of efficiency. The effective leader, however, combines these qualities along with smart business practices as well as intelligent crafting of infrastructure. To be a leader requires a strong personality and the ability to read people. Each leader has to choose style(s) that suits his or her personality and that best represents the values of the organization (Adeniyi, 2007). The ability to lead efficiently is based on similar predicates as living organisms - to grow and prosper. If a leader cannot establish an entity that will one day be able to continue on without him than he has failed in effective leadership and accomplished only leadership.

Productive leaders show optimism and provides positive energy for staff. They are helpful by nature and truly concerned about others' well-being, find answers to challenges and are the first to reassure, inspire workers when things do not go according to plan and find ways for staff to work together and achieve maximum results in an efficient and effective manner. Organizations that are led by effective leaders will experience maximum productivity, a high caliber of talent, and an increase in bottom-line results.

Effective leadership, therefore, requires the establishment by the leader of a smartly organized and in itself efficient infrastructure to which he can delegate and at times even defer to. Another important characteristic is, broadly speaking, smart business practices. To be effective, a leader must continuously be concerned with the future and not just the immediate nature of whatever concerns they are facing. This means looking towards the future to read the direction of peoples' attitudes and the general movement of politics worldwide that may impact their own agenda. It also means being responsible for the financial viability of the group, as smart business practices most clearly implies. In the most basic of terms, the difference between leadership and effective leadership is a difference in intentions. A leader works for themselves, entangling their aims with their own advancement; an effective leader works purely for the aims they wish to promulgate.

Excellent leaders need to identify and articulate their personal values — what they represent. People follow people, not words on paper, so leaders must demonstrate that they stand behind their values and demonstrate that they mean what they say with action (Kouzes, Posner, Biech, 2017).

## 2. Leadership qualities of the effective leaders

Successful leadership is about acquiring and honing skills. Great leaders come in all shapes and sizes: in the home, at school, or at the workplace. To some extent, the capacity for great leadership is innate. However, learning how to be a more effective leader is within everyone's grasp – whether you lead multiple teams, an entire company or just one staff member. Here are a few of the qualities and traits of great leaders:

1) **Self-assessment:** Effective leaders periodically take stock of their personal strengths and shortcomings. The areas of weakness does not make weak; on the contrary, it allows to delegate to others who have those abilities, in order to achieve the common goal. Rather than clinging to the false belief that they can do it all, great leaders hire people who complement, rather than supplement, their skills. Working on areas of weaknesses will improve leadership ability - and recognizing them makes more human.

2) **Sharp perception:** Effective leaders do. They have an easy level of honest communication with their teams and their peers, and a thorough understanding of how they are perceived. Testing others' perception can be as simple as observing their behavior.

If really want to know what people think, ask them. May receive feedback that not showing appreciation as well as could be. If established an environment of honest and open communication, should be able to ask about good qualities and the areas need to improve on. The staff will appreciate the effort.

3) **Knowing the organization:** Effective leaders know the organization's overall purpose and goals, and the agreed-upon strategies to achieve these goals; they also know how their team fits into the big picture, and the part they play in helping the organization grow and thrive. Full knowledge of organization - inside and out - is vital to becoming an effective leader.

4) **Responsive to the group's needs:** Being perceptive can also help a leader be more effective in knowing the needs of the team. Some teams value trust over creativity; others prefer a clear communicator to a great organizer. Building a strong team is easier when know the values and goals of each individual, as well as what they need from their leader.

5) **Positive, even in the worst situations:** Great leaders know that they won't have a happy and motivated team unless they themselves exhibit a positive attitude. This can be done by remaining positive when things go wrong and by creating a relaxed and happy atmosphere in the workplace. The team

members are likely to work harder and do overtime when needed if they're happy and appreciated. Even in the worst situations such as experiencing low team morale or team members having made a big mistake at work, a great leader stays positive and figure out ways to keep the team motivated to solve the problems.

- 6) **Exhibit confidence everywhere:** All great leaders have to exhibit a confidence if they're going to succeed. Confidence is important because people will be looking to how to behave, if remain calm and poised. As a result, morale and productivity will remain high and the problem will be solved more quickly.
- 7) **Listen and give feedback:** This is far more complex than it actually sounds. Good communication skills are essential for a great leader. The best leaders need to be able to communicate clearly with the people around them. They also need to be able to interpret other people properly and not take what they say personally.
- 8) **Know how and when to delegate:** Know how and when to delegate: Good leaders recognize that delegation does more than simply alleviate their own stress levels (although that's obviously a nice perk). Delegating to others shows that have confidence in their abilities, which subsequently results in higher morale in the workplace, as well as loyalty from staff. They want to feel appreciated and trusted.
- 9) **Make Decisions Based on Lessons Learned in the Past:** All great leaders, figuratively, will have to enter uncharted waters at some point during their career. Because of this, they have to be able to trust their intuition and draw on past experiences to guide them. Great leaders know that there's always something to learn from everything they have experienced before. They are able to connect the present challenges with the lessons learned in the past to make decisions and take actions promptly.
- 10) **Lead by example and commit to do the best:** Great leaders stick to their commitments and promises, and they are the most committed and hardworking ones on the job. All great leaders lead by example.

## CONCLUSION

Leadership is a way for talented individuals to share their perspectives and knowledge by influencing others. Using their own charisma and influence, leaders should have the ability to inspire others to learn more, do more and become more. Effective leadership includes strong character. Leaders exhibit honesty, integrity, trustworthiness, ethics and act in line with how they speak, and earn the

right to be responsible for others' success in the company. Evidence suggests that the importance of social intelligence for effective leadership increases as one moves higher in the organizational hierarchy, where the complexity of social situations likewise increases (Zaccaro, 2002).

Strong leaders use effective communication skills for moving the company forward and achieving new levels of success. True leadership sees where the company is headed and plans the steps needed to get there. Visualizing what is possible, following trends in the industry, and taking risks to grow the business are all required of leaders.

An ability to make sound decisions quickly and confidently is example of effective leadership. Effective leadership is also reflected in the attitudes and behaviors of a leader's colleagues. Employees who freely share their opinions and comfortably provide differing viewpoints provide an example of leadership that challenges people to think creatively and challenge themselves and others. The provision of timely, constructive feedback and clear expectations for both organizational and individual performance is also an example of strong leadership.

Confidence coupled with personal accountability exemplifies leadership. Effective leadership is evidenced by those who openly accept responsibility for their mistakes, and mentor and teach to enable the success of others. Recognizing individual and team accomplishments, while sharing responsibility for mistakes or failed efforts of subordinates are examples of leadership behaviors. Effective leaders consistently set the standard for ethical behavior and commitment to the organizational mission and values through their behaviors and words.

An ability to move appropriately between leadership styles depending on varying situations, while remaining open in one's communication and valuing others exemplifies the best of leadership.

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