Does Strategic Leadership Enhance Organizational Success?

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Abstract

Strong strategic leadership is considered a significant component for the effective performance of an organization existing in the ever-vibrant and multifaceted business environment of the 21st century. The following narrative expands the emerging suppositions that speak of the direct influence that strategic leadership has on performance in organizations. Or are the results inconclusive due to possible negative and intervening influences of the external business environment and the ever-present organizational change that occurs daily in most companies? This will be explored in this paper.

Traits

In this ever-dynamic business world, where companies are continually inundated and disrupted by new technologies, changing customer preferences, and worldwide competition, it is vastly important to develop a strong strategic leadership profile. This, in turn, will be a driving force behind an organization's ability to acclimate and thrive in a changing environment. Strategic leadership paves the way for success in the industry but also fosters an environment of growth and positive progress (Schoemaker et al., 2013).

Combining several leadership styles, strategic leadership is a forward-thinking style that centers around conveying a vision of the future and forging long-term objectives that lead the business to accomplish the mission. One day, transformational leadership might be needed, the next day, servant leadership, and the third day, transactional leadership may be the course of action. The leader must be flexible enough to move between many styles at any time while leading an enterprise. This is critical to the success of the company. This multidimensional approach enables the leader to take challenges head-on, adapt to varying market fluctuations, and have the critical ability to balance immediate needs with long-term goals. This type of leadership prowess allows the business to be flexible in dealing with uncertainty and rapid change (Schoemaker et al., 2013).

By constantly examining the industry landscape and gathering intel, managers can proactively take action regarding any emerging trends and potential threats that may endanger the mission and profitability of the growing concern. These leaders focus on motivating the teams and articulating a clear and compelling vision that is achievable. Employees then rally around a common purpose and commit to the process. This, in turn, fuels empowerment and engagement in the objectives and day-to-day activities that must be completed (Schoemaker et al., 2013).

The multifaceted approach concerns the capacity to look for and capture opportunities that benefit the organization and confront and face any obstacles that could endanger the company's mission. Strategic leaders have the expertise that enables them to balance the now with the future. This leadership style helps ensure that the organization has agility and resiliency in an economic environment that is at best uncertain and chaotic. One important skill is the ability to plan for the future and analyze various dynamics such as

industry trends, competitor undertakings, technological advancements, and economic changes. This type of foresight helps the leader position the organization in the right place and make well-researched decisions to improve their place in the marketplace, thus improving profits and operational efficiency (Phipps & Burbach, 2010).

The continuous study of the business industry and putting together well-analyzed insights can proactively counter potential threats and take advantage of any emerging opportunities that may favor the company. This ensures that the organization is well-prepared for challenges and is very competitive in its industry. With a strong emphasis on the future, leaders can highly motivate their teams, help employees feel empowered, and engage team members in the objectives for which they are responsible. At this point, leaders have keen insight into the needs and capabilities of the different teams throughout the company. Strategic leaders can inspire and motivate teams to achieve innovation and ongoing improvement in work processes. This enables the entity to be competitive and globalized in an ever-changing and evolving business landscape. Leaders then foster a company culture of continuous improvement and successful business practices that link actions to objectives (Phipps & Burbach, 2010).

Visionary Leadership

Vision is a conceptual mode of a needed future state of an organization. Therefore, strategic leaders must have a perceptive image of what the organization must look like in the future to succeed. This image must be positive enough for company employees to motivate, inspire, and provide clear and definitive direction for forthcoming planning and goal creation for the entity to be prosperous. Visionary leaders must have high integrity and not have any ethical lapses. The goal here is to accomplish objectives beyond the targeted goals and company expectations. One key attribute is to create an atmosphere of warm and supportive relationships with employees. This is key in getting workers engaged in the mission and vision and empowering them. It leads to better goal-setting and accomplishment of factors that make companies profitable and stable. In contrast, the leader must be a role model for the vision to succeed. It will enable employees to be more creative and productive (Malouf, 2019).

These types of leaders must guard against some missteps that can be made. Namely, being too hands-off, putting paperwork before personnel, failing to give clear and precise feedback, resisting new ideas, and being too autocratic in decision-making. If the leader is hands-off, there is a chance that the supervisor can fail at finishing or creating the project because they misunderstood some of the specifications or instructions. In turn, this type of failure can endanger profits and customer loyalty and cost more time and money, which the organization does not have. Good leaders are involved in all projects and keep a careful watch on completing the project's objectives. If not, why? Keeping positive and constructive communication is key to successfully accomplishing the project or program. The leader should not micromanage but act as an advisor and coach (Malouf, 2019).

Strategic leadership is demonstrated when a visionary top leader rallies their supervisors to convey a message of what the leaders want the company to look like and what goals they want the organization to achieve. If employees buy into the vision eventually, they will develop and model the necessary behaviors to create the vision into reality. Subordinates will then undertake the difficult and necessary tasks of being creative, taking calculated risks, and formulating sound strategies. The company's goals should be challenging but realistic to give managers the momentum to find ways to increase the overall organizational performance. Creating unrealistic or unachievable goals very quickly kills managers' incentive and creates an atmosphere that spurs the mindset to give up. Moreover, this can happen very

quickly and lead to increased chaos. Creating realistic goals instills a sense of urgency into goal completion and acts as a motivator throughout the organization (Nwokedi, 2015).

SWOT Analysis

Completing a well-put-together and tactical SWOT is key in any strategic endeavor, no matter the direction the company wants to take. By definition, SWOT is an unbiased analysis of the strengths and weaknesses of the business, any opportunities in the external environment, and threats both external and internal. The objective here is to put the company in the best position possible to achieve the overall mission and vision of the strategic blueprint. The first step is to identify possible strengths, such as marketing, research, and development. Then identify the possible weaknesses, such as rising costs and outdated technology. The task here is to uncover the strengths and weaknesses that characterize the firm, based on these strengths and weaknesses, and create a strategic plan to overcome any obstacles and take advantage of any strengths. This, in turn, will become a vital part of the overall plan. Visionary and strategic leadership will foster an atmosphere of a clear and achievable vision and mission. Clarity will energize and enable the organizational associates to understand the key part they play in the plan's and the company's success. Leadership involves using power, personality, persuasion, and communication skills to make the plan a reality in the external industry environment. Which is one of the ingredients of a successful business endeavor (Nwokedi, 2015).

Strategic Thinking

Strategic thinking is a key element in strategic leadership, as it involves having the aptitude to evaluate complex circumstances and potential problems of numerous courses of action. This holistic approach allows leaders to make well-versed decisions that meet current operational concerns and address any potential long-term effects that could endanger the company. This, in turn, will assist in keeping the organization on the road to long-term growth and continued profitability (Schoemaker et al., 2013).

Creativity

Creativity is a crucial characteristic that strategic leaders need to have in their tool belt. It enables leaders to have ground-breaking strategies for business challenges and seize openings in a particular market they serve. Promoting a creative organizational culture and inspiring out-of-the-box strategies can drive the firm to increased potential, continuous improvement, and growth. When speaking about creativity, we must introduce adaptability into the equation. The mindset of adaptability will foster an environment of flexibility in adjusting plans to fit the market, new idea generation, and the idea that leaders will have to respond to the

changes in the market and the economy. This dexterity allows them to pivot when plans go south and helps the company adjust when obstacles emerge in their business environment. Effective decision-making is key for any strategic leader; it assists in keeping the organization on track and making progress towards its operational goals. This is key in any creative process. By analyzing potential consequences of decisions and considering long-term implications, leaders make better choices and create plans that serve the company's overall interests and goals (Schoemaker et al., 2013).

In any creative endeavor, problem-solving is an important entity in the mix of the process. These types of leaders are very proficient problem solvers and are skillful at recognizing and dealing with issues that could jeopardize the firm's progress and endanger the long-term goals. By employing good analytical

critical thinking skills and using their vast experience, they can develop and implement logical solutions for the benefit of the business. This helps mitigate any potential risks and obstacles that may arise in the future (Schoemaker et al., 2013).

Adaptability

Being able to adapt to changing conditions in the external and internal environment is critical in any organization. This agility allows leaders to be tractable when necessary, ensuring that the organization remains flexible enough and capable of overcoming problems and emerging challenges. Effective decision making goes right along with adaptability. This helps ensure that the company can make ongoing significant progress towards its long-term goals and profits. Strategic leaders must have the capacity to analyze future consequences of decisions in a critical thinking way. This enables them to see the short-term and long-term outcomes and make smart choices and strategic assessments that best support the mission and vision of the business. Strategic leaders must be excellent problem solvers because they chart the enterprise's long-term course. These plans can have sound effects or detrimental effects on the firm, which can harm it in the market as well as the industry. Leaders must be able to analyze plans to see if the plan will get the company to where it wants to go in the future. This is key to eventual success and market penetration needed for increased profits and customers. This, in turn, will help solve short-term matters, deal with potential risks, and any future industry obstacles (Shoemaker et al., 2013).

Emerging Implications and Subjects for Further Research

Strong strategic leadership is deemed a significant factor in the successful functioning of any company in the complicated business environment that managers live in today. In the atmosphere of data cloudiness and lack of resources, this type of leadership is critical in confronting the ever-turbulent business realities that fall upon leaders at every level. Also, it assists with dealing with the constant need for suitable organizational change that fits the ongoing change in the business world, so that the organization can achieve its mission and vision. Despite its significance, research has revealed that strategic leadership's impact on organizational success depends on situational restraints or random influences. This can be problematic for some who believe it holds little value in the enterprise's day-to-day operations (Jaleha & Machuki, 2018).

Many believe that the direct effect of strategic leadership on performance is questioned and hence unfounded due to the possible diminishing and prevailing influence of the external conditions and organizational change, respectively. The mindset is judged either way on this issue, for and against, and can be quite perplexing. It is recommended that more quantitative and qualitative research be done before a final research theory is put forth (Jaleha & Machuki, 2018).

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