



IJMRBS

ISSN 2319-345X
Vol. 5, No. 1, January 2016

International Journal of Management Research and Business Strategy

www.ijmrbs.com



MEGHANA PUBLICATIONS

www.meghanapublications.com

THE UPSHOT OF SOCIAL ALLIANCE IN LEADERSHIP

Rahul Eragula^{1*}

*Corresponding Author: **Rahul Eragula** ✉ rahulera@gmail.com

Good sociable leaders automatically have followers who follow them. Democratic leadership is not an obligation. It lies within the initiation of a person. A person thinks of being a leader when he/she feels responsible. It is this responsibility which motivates him to do what he does. Efficient people skills are very important for such people to make the best leaders. If a leader is selfish, the followers tend to have dissatisfaction with the relationship they have with their leader. Many research scholars have studied the importance of social relations among people, but there still are leaders who don't consider the social satisfaction of their followers which makes people lose respect for such leaders. This kind of leader usually thinks that social relations are nothing but emotional bonds so they misguide themselves in trying to be very practical and end up being irrational after all. It is an elemental stipulation for any leader to keep his followers and himself in a state of social contentment for effective leadership and control. A leader who forfeits this knowledge is nothing more than an egocentric architect. When leaders don't satisfy their followers and yet the followers are quiet, it is not because they know their leaders are right but because they don't want to hurt their sugar sprinkled egos. This paper is about how leaders can contribute to the social contentment of the followers and what the outcome would be when they are socially satisfied.

Keywords: Humility, Empathy, Job satisfaction, Social contentment, Employee loyalty, Conscience

INTRODUCTION

A leader who is rational is most often a difference maker who impacts many people. It is mainly because these leaders like Abraham Lincoln, democracy had taken over to reign in most of the nations today. Abraham Lincoln quoted that democracy is a government "of the people, by the people, and for the people." This type of

leadership has time and again taken to be the most effective forms of leadership although it has its own limitations, and this question of limitations arises because of the irrationality and impracticality of the leaders. A social leader, synonymously a democratic leader, is highly expected to be forward looking, setting the well-being of his people as his top priority. He must

¹ EThames Degree College, Punjagutta, Hyderabad, 500082.

always be considerate towards his followers. But to complete this fact, the need of the followers must be rational too. The problem arises only when what people want is rational, but the leader doesn't approve of its rationale. This, when happens, inputs tremendous dissatisfaction into the hearts of people. It spoils the ultimate need of democracy. And for this never to happen, empathy is one of the key qualities, a democratic leader must possess. In other words, a democratic leader must tend to be an empathetic leader failing which the fundamentals of democracy are put to stake.

Social satisfaction is the prime factor which gave rise to leadership. It is ultimately the satisfaction of people, a leader must look for. This study in formal terms is called relationship oriented leadership. Wikipedia defines "Relationship oriented leadership is a behavioral approach in which the leader focuses on the satisfaction, motivation and the general well being of the team members." Social satisfaction among the peers is not the only important objective of this type of leadership. Sociability of the leader is much more important when it comes to relationship oriented leadership. An effective social leader is the one who makes way for the followers to be approachable. Such a leader considers his followers as comrades rather than subordinates. Amicability of the leader is highly demanded of such leaders.

This study is to understand the importance of social relations between the people and their leaders and what the satisfaction of the team members mean to him. It is very important for a leader to strengthen his social alliance with the people to become unyielding. Leaders who follow this principle have always known to have made a killing in their calling.

LITERATURE REVIEW

In the current day scenario, there have been leaders rising who discern the importance of sociability. Sources say that Michelle Regner, the Founder and Chief Executive of the company Near Me, wants to use social technologies to boost trust in the most social of businesses. Here, the primary objective of the CEO for her company, which is a peer-to-peer marketplace platform, is clearly revolving around the social satisfaction of the people. Leaders who consider themselves superior would end up in becoming a social maniac. And these leaders would never be trusted in any case by their team members. Why do such leaders fail? It is because of their selfish ambition and also because of their mistrust in the motive of the people. The relationship between the leader and his team must be built on the foundation stones of trust and respect for each other with an overriding objective of mutual welfare. Leaders who fail to understand this don't possess a learning self from others. To have this open-mindedness, the leader must contain great humility regardless of the amount of power and authority he possesses. Humility does not mean a leader must be calm and silent, but it simply means that he is required to be empathetic. Such a leader effectively gains the trust of people. Satya Nadella, the CEO of Microsoft has sent a companywide email to employees through that he shares his vision and mission for the company. In this mail, he addressed the employees as a Team rather than labeling them as his subordinates. This could be a matter of a single word, but it matters highly to the employees in real life. They feel encouraged when they are addressed with respect by their superiors. What Satya Nadella has done is the very objective of the scientific theory given by Frederick Winslow

Taylor, the Father of Scientific Management. According to Taylor, scientific management is “knowing exactly what you want men to do and seeing that they do in the best and the cheapest way.” And to let this happen like how Nadella had done, leaders must be of great humility and confidence. This confidence blended with humility is what it takes followers to develop their trust in the leaders. According to Bill Strawderman, the Senior Director of media marketing and social media of the United States’ company Seimens, the key to social engagement is creating “circles of trust,” a market model based on the concept that “influence is earned through the hard work of building trust.”

Democracy, in itself reminds us about the phrase “by the people, of the people, and for the people” quoted by the famous former American President Abraham Lincoln. Sources say that he had the capacity to listen to different points of view. He maintained an atmosphere which allowed his cabinet members to freely share their opinions without the fear of retaliation. He was very particular about his responsibilities and used to go into the field by himself and manage through the direct communication of the goals and missions to his team members. He was the leader who was known for being a trendsetter of democracy. Leadership is the platform where team members can take the consent of their leader for effective working of the team toward their goals and objectives. According to an online source, in 2000, Peter Blackshaw, who is currently the global head of digital and social media of Nestlé, founded PlanetFeedback.com, a website that allows consumers to communicate directly with companies about their product. Be it today’s Peter Blackshaw of Nestlé or the then President of the United States of America,

Abraham Lincoln, direct communication seemed to be of great stimulating factors of cordial social relations between the leader and the team members.

Very recently in July of 2015, after the demise of Dr. A P J Abdul Kalam, the former President of India, who was titled the missile man of India, those millions of tributes offered to him clearly ascertains the level of trust he earned from his followers in different parts of the world regardless of their caste, culture or creed. It was because he a very humble person who down to earth all throughout his life though he was very successful and a very highly qualified person of the county. He was very approachable and was always available for the people. He was known for the way he connected himself to people.

A leader who truly works for the people despite their immediate response is the one who has the courage to stand for the true betterment and development of people. It is not always easy to be a leader who is immovable by the social atrocities because times like this demand the true support of the leader in fighting back. Arvind Kejriwal, the present Chief Minister of Delhi won the likes of the people of his state because of his uncompromising deeds towards the anti-corruption programs. He was there for the people and has become a very remarkable symbol for the state of Delhi. Today, he is a social activist who people look at as their role model because of how he related himself to current problems like corruption. His dynamic leadership made his party win a majority of 67 out of 70 seats in the assembly early this year.

METHODOLOGY

How a leader can develop his personality to maintain cordial relationships could be a

challenging question to many. But it is not a rocket science as God gifted every human with a conscience to evaluate the uprightness of our actions. A leader must ensure the following concerns in his leadership to maintain healthy social relations.

1. Connecting with people.
2. Staying open to the views and ideas of people.
3. Evaluating the request of people with empathy.
4. Enforcing the apt plan into action.
5. Accepting feedback and enhancing the plan.

A leader must connect himself to the people and relate the problems of the people to his own self. He has to think from his follower's point of view just as he would think for himself. We have seen how Dr. A P J Abdul Kalam has been connecting himself with the people of his nation throughout his life. He stood as one of the most effective motivational speakers worth of his contributions.

A leader must be open to the view and ideas of people. To listen to them is the foremost thing of making value judgments with flair. Unless a leader has the willingness to lend his ears to his followers, he wouldn't be effective in anything that he implements because the followers wouldn't be ready to follow his command when the leaders to acknowledge the needs of his people. Abraham Lincoln has portrayed himself as the leader who was open to criticism to develop his self to become a better leader.

A leader who is a good listener would create a good expression over the people. But would these listening skills alone let a leader be effective in achieving his objectives? What a leader needs beyond the skill of listening to others is the ability

to understand the people from their point of view. He must be empathetic in formulating his decisions. He must be feasible to the requests of people, provided the concern is aligning with the ethical development of people. The ability to understand the problem enhances the leader to have a better view of the possible solutions which can hold the cordial relationship with the followers.

Putting the necessary enforcement into action is what proves the effectiveness of leaders. To think of a solution is one step and to implement it is another major step which most of the leaders fail to do. This requires the perseverance and endurance of the leader to stand by his policies for the people.

The implications of the enforcement are to be carefully analyzed and the leader must regulate the intensity of the enforced scheme depending on the immediate reaction of the people. If people need change for any particular system and it is genuinely worked upon its development and when a leader stones up a solution, sometimes he must steadily introduce the rectifying scheme but otherwise a prompt implementation of the plans would avoid any further social damage. In a few cases, the enforcement would need to be improvised to be more effective.

RESULTS

Leaders who put the social development of people as their top priority would indeed create a proactive social environment amongst the people. The following are the visible results portrayed by the followers of effective social leaders.

1. Initiation and willingness of followers: A leader who is empathetic would stimulate the 'willingness to work' among the followers. He inspires and motivates them by furnishing

proper social relations. This would indeed entreat ones conscience to take initiation and do what he is ought to do.

2. Innovation and creativity of followers: Followers tend to be innovative when the leader ensures proper social conditions in their working environment. The scope of creativity among the people under the democratic type of leadership is wide as the followers hold a high level of social contentment which enables them to do greater things.
3. Efficiency in productivity: From the Hawthorne experiments conducted by Elton Mayo and Fritz Roethlisberger between the years 1924-1932 in the Western Electric Company in Chicago, the clearly suggests that the social relations among the workers show a direct impact over the productivity of workers. Though the effect of social relations has pros and cons of its own, it's more considerate towards the optimistic point of it. When the followers are socially content, they tend to show better productivity. The scope for the increase in productivity lies within the better social relations among them. While the relation between the workers shows such an impact, the relation between the leader and the follower shows a much greater influence over the productivity. The better the relation a leader had with his follower, the lower the conflicts between them. When the followers understand their leader properly, they don't tend to drop their support. For this understanding to prevail, the leader must show the willingness to be amicable and straightforward about what he expects from his team. This would indeed show a major impact over the thought process of his followers. When the team members gain the trust of their leader, they will automatically try to give their best. This is a great contribution towards productivity, sociability can offer.
4. Job satisfaction: The word satisfaction refers to the fulfillment. When the leader stands up to the expectation of his team members, he would be given due importance by them. And when the leader is cordial and amicable, the followers develop trust in him and would be satisfied in everything they do towards their mutual objectives. It is this satisfaction which drives them to do what they are ought to do. This would demand the leader to possess the motivating factors to encourage his team members and influence them to perform better. Such leaders who give importance to the satisfaction of both themselves and his team members maintain proper communication and avoid the communication gap. They usually are very approachable regardless of the amount of power and authority they hold. This is because true leaders are held in great humility.
5. The loyalty of the followers: When the leader gains the trust of his followers, the followers out to be loyal towards him because of their job satisfaction and social contentment. They can clearly see their growth in their profession and entrust their leader with their trust and remain loyal towards the leader.

DISCUSSION

In any human affairs, it is the give and take principle which is employed. A person can neither always give, give and give nor can he always take, take and take although he wouldn't mind accepting always. This principle is what works in any human relationship. It is not possible for humans to always give because it would certainly be a hypothetical

myth for a mere human to actually be able to giveaway always without receiving anything in return whether from a reciprocal source or a different source. The very working of economics and trade made its beginning over this momentous fact. The same rule applies for recipients too. If you can't offer anything, it is not always possible for the others to give you what you need.

Leadership is all about this very principle. If you acknowledge what you can give to your team, you'll be able to lead them on mutual support. Followers usually tend to only expect from their leader which is why only a person who feels responsible can be the one who can offer his abilities to lead them and integrate them, pressing on to achieve their goals and objectives.

Limitation of Social Leadership

The one major limitation is that people don't always support the leader on right grounds instead backfire against the objective of such leader in a majority for their own selfish motives. The most recent ineffective porn ban in India is a perfect example for this limitation. Paradoxically even the notable like Chetan Bhagat was against this enforcement. This can be clearly understood from his Twitter tweet he tweeted on the 3rd of August at 1:45 AM which says, "Don't ban porn. Ban men ogling, leering, brushing past, groping, molesting, abusing, humiliating and raping women. Ban non-consent. Not sex." But how contradictory is this statement! The government never banned sex in the first place. This happens because people overview things only from one direction and fail to comprehend the big picture. Sometimes, it is the people who bound the leaders to be what they are in most scenarios. Michael Flood, in his research paper on "The Harms of Pornography Exposure among children and young people" has mentioned, "Exposure to

pornography helps to sustain young people's adherence to sexist and unhealthy notions of sex and relationships." This statement very clearly suggests how dangerous pornography can be. Just like the materialistic drugs, porn is a virtual adhesive which can question the conscience of the people. Kevin B Skinner, Ph.D., quoted, "Some couples report using pornography to enhance their sexual relationship" but after his thorough survey of more than four thousand individuals, the evidence was so clear that the involvement in pornography is hurting individuals and their relationship. In spite of people being aware of all these dominant facts, they are reluctant to admit the truth and criticize the leaders when they bring in any enforcement to curb such anti-social activities. They protest against the leaders during such movements and until the enforcement of the law is finally scaled down. This is the major drawback of democratic leadership as this type of leadership requires the majority of people to approve of a decision.

CONCLUSION

A leader who is democratic and social is the kind of a leader who followers would aspire to become. The concept of leadership is derived for the ultimate objective of attaining the mutual goals of people. Though leaders of autocratic and bureaucratic style exist, democracy has been the most effective style of leadership so far. Regardless of what style a leader adopts, what people look for by the end of the day is how happy and content they are. It is ultimately conscience of the people and also the leader who anyone is accountable to. If they can live with their conscience without any regret, they are justified. But the problem with people today is that they are willing to kill their own conscience to work for their selfish motives, which is why we come across many social atrocities. Conscience is

God-given gift to mankind which separates us from other animals and it is one's own conscience he is answerable to for anything and everything he does.

REFERENCES

1. Arvind Kejriwal (2015), Retrieved on October 10, 2015 from https://en.wikipedia.org/wiki/Arvind_Kejriwal#Anti-corruption_activism
2. Boundless (2015 July 21), "The Human Side: Hawthorne", *Boundless Management*. Retrieved 13 October 2015. from <https://www.boundless.com/management/textbooks/boundless-management-textbook/organizational-theory-3/behavioral-perspectives-30/the-human-side-hawthorne-170-8381/>
3. Eragula Rahul (2015), "Humility in Leadership", *Advances in Economics and Business Management*, Vol. 2, No. 8, pp. 786-789. ISSN: 2394-1553.
4. Eragula Rahul (2015), "A Blend of Integrity and Skill in Leadership.", *Advances in Economics and Business Management*, Vol. 2, No. 11, pp. 1067-1069. ISSN: 2394-1553.
5. Eragula Rahul (2015), "Confidence in Leadership", *Advances in Economics and Business Management*, Vol. 2, No. 11, pp. 1070-1072. ISSN: 2394-1553.
6. Catherine L and Moreton J D (2008, June 25), "10 Qualities that Made Abraham Lincoln a Great Leader", In *HR and Employment Law White Papers*. Retrieved from <http://hr.blr.com/whitepapers/Staffing-Training/Leadership/10-Qualities-that-Made-Abraham-Lincoln-a-Great-Lea>
7. Kevin B Skinner (2014, August 5), "How Porn Really Affects Relationships", *Psychology Today*, Retrieved from <https://www.psychologytoday.com/blog/inside-porn-addiction/201408/how-porn-really-affects-relationships>
8. Michael Flood (2009), "The Harms of Pornography Exposure Among Children And Young People", *Child Abuse Review*, Vol. 18, pp. 384-400. doi:10.1002/car.1092
9. Sanjoy Majumder (2015, August 8), "India porn ban: How the government was forced to reverse course", *BBC*. Retrieved from <http://www.bbc.com/news/world-asia-india-33810775>
10. Smriti Chand and Frederick W Taylor, Contribution to Scientific Management. *Your Article Library*. Retrieved from <http://www.yourarticlelibrary.com/scientific-management/frederick-w-taylor-contribution-to-scientific-management/25624/>
11. The Economist Intelligence Unit. 25 Social Business Leaders. *The Economist*. Retrieved from <http://live.wavecast.co/socialbusinessleaders/>
12. Todd Bishop (2015, June 25), "Exclusive: Satya Nadella reveals Microsoft's new mission statement, sees 'tough choices' ahead", *GeekWire*. Retrieved from <http://www.geekwire.com/2015/exclusive-satya-nadella-reveals-microsofts-new-mission-statement-sees-more-tough-choices-ahead/>
13. US Department of State's Bureau of International Information Programs. Defining Democracy [Data file]. Retrieved from <http://www.ait.org.tw/infousa/zhtw/docs/whatsdem/whatdm2.htm>



International Journal of Management Research and Business Strategy

Hyderabad, INDIA. Ph: +91-09441351700, 09059645577

E-mail: editorijmrbs@gmail.com or editor@ijmrbs.com

Website: www.ijmrbs.com

