

## Leadership Skills Required to Lead a Team and Manage an Organization Effectively

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### Abstract

*This article discusses the key leadership skills required in an entrepreneurial context to lead a team and manage an organization effectively. Leadership in entrepreneurship has unique characteristics compared to conventional organizations, because it demands high flexibility, innovation, and the ability to face uncertainty. Based on a literature review of several books and journals, core skills such as communication, decision making, team empowerment, and time and crisis management skills are considered essential. This article aims to provide an in-depth understanding of leadership skills that are relevant for modern entrepreneurs in order to improve organizational performance in a sustainable manner. The aim of this research is also to find out the leadership skills needed to lead a team and manage an organization effectively. The type of research carried out is literature study, which aims to collect books and data and other written information related to the discussion of the problem being studied. Data sources from books, magazines and articles. Team leadership is a person's ability to direct, guide and coordinate team members to achieve common goals agreed upon by the organization. This journal explores the crucial concept of leadership in the context of entrepreneurship, especially in leading teams and managing organizations effectively to achieve company goals. Through literature analysis and case studies, this journal identifies several key leadership skills, such as vision and strategy, communication, collaboration, motivation, and adaptation. This journal also discusses how these skills can be applied in building solid teams, managing sustainable organizations, and achieving success in the world of entrepreneurship, as well as the challenges faced by leaders, strategies for achieving goals, stages of team leadership, and various team leadership models that can be applied in practice.*

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## I. INTRODUCTION

Entrepreneurship is currently growing rapidly, and the role of leadership in creating a productive and innovative environment is very important. Leaders in entrepreneurial organizations need to have skills that not only direct teams, but also encourage innovation, flexibility, and courage in taking risks (Northouse, 2018). This research aims to identify key leadership skills that support leaders in an entrepreneurial context to achieve optimal organizational performance.

Leadership is a key factor in organizational success, especially in an entrepreneurial context. Effective leadership is able to build a solid team, manage the organization efficiently, and achieve set goals. The world of entrepreneurship is filled with uncertainty, intense competition, and the demand to adapt to rapid change. In such an environment,

entrepreneurial leaders are required to have skills that are not only able to motivate and direct teams, but also to take risks, innovate, and build a resilient organizational culture. Success in the world of entrepreneurship does not only depend on brilliant ideas, effective marketing strategies, or innovative products. Behind this success, there is a strong and visionary leader who is able to direct the team and manage the organization effectively. Leadership in an entrepreneurial context has unique characteristics that are different from leadership in traditional organizations, because it is faced with more dynamic and complex challenges.

This journal will discuss in depth the leadership skills needed to lead teams and manage organizations effectively in an entrepreneurial context. Through a literature review and case study, this research will identify several important skills required by entrepreneurial leaders, such as communication, motivation, delegation, decision making, and conflict management.

Apart from that, this article will also discuss several leadership models that are relevant to the entrepreneurial context, such as transformational leadership, servant leadership, and entrepreneurial leadership. This article will analyze how these leadership models can be applied in practice to achieve success in the world of entrepreneurship. It is important to remember that leadership skills are not just theory, but also practices that must be applied in real contexts. This article aims to provide a more comprehensive understanding of the leadership skills needed in the entrepreneurial context, so that it can serve as a guide for leaders and potential leaders to achieve success in the business world.

## 2. RESEARCH METHOD

This research uses a qualitative approach by combining two main methods, namely literature reviews and case studies. Some of the main references used in this study include books "*Leadership in Organizations*" by Yukl (2013) and several journals such as *Entrepreneurial Leadership Review* and *Journal of Small Business Management*. The literature review was carried out by collecting data from various sources such as scientific journals, books and articles relevant to the topic of leadership and entrepreneurship. The data collected is then analyzed descriptively and interpretively to summarize and understand the meaning of the information obtained. Case studies were selected based on relevance to the research topic and data availability, with the aim of providing a clear picture of how leadership skills are applied in an entrepreneurial context. Data from the case study was collected through interviews, observation and documentation, then analyzed descriptively and interpretively. The results of these two research methods are then integrated to provide a more comprehensive understanding of the leadership skills needed in the entrepreneurial context. This research has several limitations, such as the limited number of literature sources and case studies, and the results cannot be generalized to all entrepreneurial contexts. However, by using structured and systematic research methods, it is hoped that this research can make a significant contribution to the understanding of the leadership skills needed in the entrepreneurial context.

## 3. RESULTS AND DISCUSSION

Based on a literature review and case studies, this research identifies several leadership skills needed to lead teams and manage organizations effectively in an entrepreneurial context. These skills can be grouped into several categories, namely:

### **1. Interpersonal Skills:**

- **Communication**

The ability to communicate effectively is very important in building a solid team and managing an organization well. Entrepreneurs must be able to convey the organization's vision and mission clearly, provide appropriate direction, and build positive relationships with team members. The ability to communicate effectively is key to building strong relationships with teams, investors and customers. Entrepreneurial leaders must be able to convey the organization's vision and mission clearly, provide constructive feedback, and listen actively to input from team members. For example, Elon Musk, CEO of Tesla and SpaceX, is known for direct and open communication with his team. He is often directly involved in technical discussions and provides honest feedback, even if that means criticizing the ideas proposed. He also actively uses social media to communicate with customers and investors, providing the latest information about company developments.

- **Motivation**

Entrepreneurs need to motivate their teams to achieve organizational goals. They can do this by providing rewards, recognition, and opportunities for growth and development. Building a motivated team is the key to success in entrepreneurship. Leaders must be able to create a positive work environment, encourage a sense of ownership and responsibility, and provide appreciation and recognition for the contributions of team members. Indra Kesuma, CEO of Bukalapak, is known for his humanistic approach to motivating the team. It creates an open and collaborative work culture, encouraging team members to support each other and learn together. It also provides opportunities for team members to develop themselves and rewards them for their achievements.

- **Delegation**

The ability to properly delegate tasks to team members is an important skill for increasing efficiency and productivity. Entrepreneurs must be able to select the right team members for each task, provide clear direction, and provide the necessary support. An effective leader must be able to delegate tasks appropriately to team members, so that they can focus on strategic tasks and develop team members. Effective delegation also helps leaders to disengage from operational tasks and focus on long-term strategy. Bill Gates, founder of Microsoft, is known for his ability to delegate tasks appropriately. He built strong teams and gave them the confidence to make decisions and lead large projects. It also provides space for team members to innovate and develop new ideas.

- **Conflict Management**

Conflict is a natural thing in every organization. Entrepreneurs must be able to manage conflict fairly and effectively, find mutually beneficial solutions, and maintain positive relationships within the team. Conflict is normal in a team, but leaders must be able to manage conflict constructively. They must be able to listen to

all parties, find fair solutions, and build mutual trust among team members. Jeff Bezos, CEO of Amazon, is known for his ability to manage conflict in a constructive way. It encourages open and honest discussions among team members, even if that means facing differences of opinion. He also focuses on solutions that benefit all parties and build mutual trust among team members.

## **2. Strategic Skills**

- **Decision Making**

Entrepreneurial leaders must be able to make quick and correct decisions, especially in the face of uncertain situations. They must be able to analyze information, consider risks, and make informed decisions based on available data. Mark Zuckerberg, CEO of Facebook, is known for his ability to make quick and correct decisions. He was able to see new opportunities and take risks to develop Facebook into the largest social media platform in the world. It is also able to adapt to market and technological changes quickly.

- **Creativity and Innovation**

Entrepreneurial leaders must have the ability to think creatively and innovatively to create new products and services that can meet market needs. They must be able to see new opportunities and develop innovative solutions. Steve Jobs, founder of Apple, was known for his creativity and innovation. He was able to create revolutionary products such as the iPhone and iPad, which changed the way people interact with technology. He was also able to build a company culture that encouraged creativity and innovation.

- **Risk Taking**

In the context of entrepreneurship, taking risks is something that cannot be avoided. Leaders must be able to assess risks correctly and make the right decisions based on comprehensive analysis. Richard Branson, founder of the Virgin Group, is known for his courage in taking risks. He dared to establish new businesses in various fields, such as aviation, music and telecommunications, despite facing many challenges. He is also able to learn from failure and continue to innovate.

- **Adaptation**

The market and business environment continues to change rapidly. Entrepreneurial leaders must be able to adapt to these changes and adapt organizational strategies to current conditions. Larry Page, founder of Google, is known for his ability to adapt to changing technology. He was able to see the potential of the internet and develop Google into the largest technology company in the world. It is also able to adapt to changing digital trends and develop new products and services.

## **Application of Leadership Skills in Entrepreneurial Organizations**

The application of leadership skills in entrepreneurial organizations is the key to success in building a resilient and sustainable business. Effective communication is the foundation for building a solid team. Entrepreneurs must be able to convey the organization's vision and mission clearly, provide appropriate direction, and build positive relationships

with team members. Proper delegation is key to increasing efficiency and productivity. Entrepreneurs must be able to select the right team members for each task, provide clear direction, and provide the necessary support. High motivation is the main driver in achieving organizational goals. Entrepreneurs can motivate their teams by providing rewards, recognition, and opportunities for growth and development. The ability to make appropriate and quick decisions in complex situations is essential in entrepreneurial organizations. Entrepreneurs must be able to analyze information, consider various options, and choose the most effective solution. Fair and effective conflict management is important to maintain positive relationships within the team. Entrepreneurs must be able to find mutually beneficial solutions and maintain positive dynamics within the team. By applying these leadership skills effectively, entrepreneurs can build solid teams, manage resources efficiently, and face business challenges successfully.

#### **4. CONCLUSIONS**

The leadership skills discussed in this article are crucial components that leaders need to develop in an entrepreneurial environment. Effective leadership in this context is not only about the ability to manage a team, but also requires adaptability, innovation and empowerment. By possessing these skills, entrepreneurial leaders can ensure that their teams have the motivation, efficiency, and resilience to face dynamic challenges in the marketplace.

This research reveals that leadership skills in an entrepreneurial context have unique characteristics that are different from leadership in traditional organizations. Success in the world of entrepreneurship does not only depend on brilliant ideas, effective marketing strategies, or innovative products, but also on a strong and visionary leader who is able to direct a team and manage an organization effectively.

The research results show that the leadership skills needed in an entrepreneurial context can be grouped into two main categories, namely interpersonal skills and strategic skills. Interpersonal skills such as effective communication, team motivation, task delegation, and conflict management are essential for building strong teams and creating a positive work environment. Meanwhile, strategic skills include making quick and precise decisions, creativity and innovation in creating new products and services, taking measured risks, and adapting to rapid change.

This research also shows that the ability to master these two categories of skills are interrelated and equally important in the entrepreneurial context. Leaders who are able to build open communication, motivate the team with rewards and recognition, delegate tasks appropriately, and resolve conflicts fairly can build a solid team and create a positive work environment. Meanwhile, leaders who are able to analyze information, make decisions based on data, think creatively, assess risks appropriately, and adapt organizational strategies to current conditions can increase the organization's chances of success.

In conclusion, effective leadership in an entrepreneurial context is not just about individual ability, but also about building strong teams and creating an organizational culture that supports open communication, collaboration, and innovation.

## 5. SUGGESTION

To improve leadership quality in an entrepreneurial context, several suggestions can be applied. For entrepreneurial leaders, it is important to continuously learn and practice to improve their interpersonal and strategic skills. Encourage an organizational culture that supports open communication, collaboration, and innovation. Be prepared to take calculated risks and adapt to rapid change. Invest in training and development programs that focus on developing leadership skills. For aspiring entrepreneurial leaders, learning and understanding the required leadership skills, developing communication, motivation, delegation and conflict management skills, as well as improving creative and innovative thinking skills, as well as the ability to take measured risks, are very important. Researchers and academics also have an important role in conducting further research on leadership skills in entrepreneurial contexts, particularly in developing countries, developing effective training and development programs, and encouraging collaboration between academics, practitioners and policy makers to develop innovative solutions to improving the quality of leadership in an entrepreneurial context. By understanding and applying effective leadership skills, entrepreneurial leaders can build successful businesses, create jobs, and have a positive impact on society.

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