
International Conference « Global interferences of knowledge society »,
November 16-17th, 2018, Targoviste, Romania

Global Interferences of Knowledge Society

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<https://doi.org/10.18662/lumproc.121>

How to cite: Dimon, V.G. (2019). Communication and Leadership. In M. Negreponi Delivanis (ed.), *International Conference «Global interferences of knowledge society», November 16-17th, 2018, Targoviste, Romania* (pp. 25-32). Iasi, Romania: LUMEN Proceedings. <https://doi.org/10.18662/lumproc.121>



Communication and Leadership

Valentin Gheorghe DIMON*¹

Abstract

Communication means transmitting some ideas, messages, feelings, thoughts and wishes, that occur between two or multiple persons. The concept of communication by itself starts from our existence as human beings, because if we sit back and analyse a little the idea of communication, we wouldn't be able to interact with other people without it, in other words our existence on the earth would be useless. As I mentioned before, by any form of communication, verbal or non-verbal, we can share multiple emotions, feelings, desires, at the same time we can learn new things. Communication helps us, as human beings, evolve, develop our expertise in various areas, and it is an important factor when it comes to becoming successful and professional productivity. Leadership is the complex process through which a skilled person manages to convince more employees to accomplish certain goals, tasks or missions, with the common interest of developing the organization or firm.

Keywords: *communication; leadership; organization; management.*

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<https://doi.org/10.18662/lumproc.121>

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Selection and peer-review under responsibility of the Organizing Committee of the conference



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1. Introduction

Communication means transmitting some ideas, messages, feelings, thoughts and wishes that occur between two or multiple persons. The concept of communication by itself starts from our existence as human beings, because if we sit back and analyse a little the idea of communication, we wouldn't be able to interact with other people without it, in other words our existence on the earth would be useless. As I mentioned before, by any form of communication, verbal or non-verbal, we can share multiple emotions, feelings, desires, at the same time we can learn new things.

In order to have a starting point, we will resort to the etymological explanation of the word communication. The word is found in Latin, "comunico", which originates in the adjective "munis", meaning to fulfill a duty, survivable. From this we can conclude that this verb leads to the idea of open attitude, interest in certain things or domains, but also goodwill towards others. An essential element in the communication process is also the awareness capacity that it brings, which can help a person that has a conversation analyze, how they see themselves and others in the communication process so they can easily tell what opinion others have about the people around or about their own [1].

2. Theoretical Background

Closely related to this concept is the society, which starts from the premises of communication, where society represents the community being thus seen as a process that includes the participation of people in various activities. Through communication, people develop their neural connections because, even if it sounds like a piece of cake, communication is actually a very complex process. Depending on how often a person communicates, he evolves faster and faster, while keeping pace with the society in which he lives, helping to integrate man into society. The process of evolution begins from birth and continues throughout life to death, thus the learning process never stops throughout life [2-4]. This is questionable because there are factors that can affect communication. One of the factors is the native inheritance of man, some learn faster others, some are eager for new knowledge and novelty, others do not. But another important factor in the evolution of the inter-human communication is the existing environment, because various unfavorable fluctuations can occur that can seriously affect communication.

3. Argument of the paper

A very positive influence on the road to success is also presented by the speaker Brian Tracy, who has influenced a lot of people to reach their current achievements, thus promoting their approaches in more than 80 countries including Romania and owning over 300 audio and video programs [5]. Brian Tracy's wonderful career spans over a 50-year period, putting him on top of personal development, persuasion, and improvement of human potential. The famous speaker helps us to identify some goals and ways to be able to have the desired success professionally, but also in personal life. To begin with, we will talk about "liking others and being respected," where we talk about the concept of respect, becoming a respected man, and along the way, those who will notice you will want to be just like you. We continue with "being a valuable and important person", which will give him more self-confidence, which helps us a lot on the road to success, and a leader needs self-confidence to keep his employees in the company. The ultimate goal, but also the most important, is "to make people change their minds" because by the given purpose, a leader can provide opinions, opinions within the company or organization.

In conclusion, communication is the desire to share information with others, and information is any thought, idea or decision that leaders want to share with their team. Leaders need to be well informed about how they communicate, because this process is both a management capacity and an ability, because in your way of communicating with others, they will create a certain impression of you as a person [2-4]. Due to the increased difficulty in the number of office workers, which is also much higher than those working in production, there is a great need to improve the internal and external communication style as this also affects the communication between colleagues and hierarchical levels, and statistics show that teamwork is not effective without good communication and collaboration among team members [6].

4. Arguments to support the thesis

The word "leader" has several meanings, such as: driving, directing, determining, guiding or accompanying. The leader represents the function in an organization that leads but also tries to keep under control the activities of those who have a well-founded interest in the organization. The leader can be part of two major categories:

- a) Top leading team

b) Any other managing position

Leadership is the complex process through which a skilled person manages to convince more employees to accomplish certain goals, tasks or missions, with the common interest of developing the organization or firm [7].

Various authors have a different view on the definition of "leadership", such as:

- Some believe that it is an interpersonal relationship where people submit voluntarily, not because they are told to;
- It is also said to be the "guiding and creative force of morality";
- The process by which the person in the leader position induces a subordinate a certain behavior that corresponds to his desires;
- The action that can influence a group, with the beneficial aim of the organization.

5. Arguments to argue the thesis

The concept of "manager" comes from the Latin word "manus" which means "hand". From here comes a lot more words like the Italian "maneggiare" and the old word that comes from the French "manège" that signifies horses training, in the past this activity is very sought after and noble, as well as horse sport being decisive and the role of the trainer is extremely important in such a sport.

Table 1.1 Significant differences between managers and leaders

Manager	Leader
-Does things the right way	-Does the right things
-Maintains the technical system	-Develops the technical system
-Controls and solve problems	-Motivates and inspires people
-Asks: "HOW?, WHEN?"	-Asks: "WHAT?, WHY?"
-Copy	-Starts something new
-Isn't open to change	-Embraces change when needed
-Organizes and selects human resources	-Leads people with organization principles in mind
-Plans and fixes the buget	-Provides direction
-Uses the same ideas several years	-Creativity and originality

Source: Carmen Aida Huțu: Organizational culture and leadership: the firm's competitive ability, Economic Editure, 2007

Compared to the etymological root of the word "manager," the word "leader" is an Anglo-Saxon term, "lead" that signifies the road or alley. Warren Gamaliel Bennis, was one of the largest leaders in the field of leadership, an American scholar, an organizational consultant and a very good author. He was a professor at the Business Administration, but also a founding president of the Leadership Institute at the University of Southern California [8].

One of Warren Gamaliel Bennis's well-known books, "On Becoming a Leader", shows that managers are people doing the right things, while leaders are people who act the right way, doing things just as they should be done. If management manipulates people by pushing them, so to speak, on the right path, leadership motivates them to do the right thing and go where it is needed by meeting the basic human needs and meeting the needs that employees are interested in. Thus, leadership is an attribute desirable and demanded by various organizations or firms because the leader trusts in his own strengths and that means that he can generate trust and trust in other people. Leadership is closely linked to the communication process, thus influencing the behavior of many people. Nowadays, most companies are much more manageable and far less driven, and they need to develop their ability to become a future leader. On the other hand, management, unlike leadership, ensures that actions and missions are accomplished through control, but also resolving obstacles by monitoring results through reports, sessions, or other tools [9].

Following the Table 1.2, two different mental paradigms or patterns are created within leadership and management processes.

Starting from the idea that the differences in employee performance are due to the leader's features, we have achieved one of the approaches from the beginning of the leadership study. Thus, in order to be able to observe more clearly the characteristics of the leaders and those who do not have this function, a comparison of representative samples was made.

- Dominant, that is similar in terms of concept with the desire for power;
- Self-confidence, here we are talking about when individuals feel good about their own thinking, judgment, but also with their abilities;
- Orientation towards the activity, where the satisfaction of each individual comes to fulfill a task, a mission or even to help someone;
- A good leader also has a high level of energy and positivism as well as activity;
- Self-monitoring, where each leader can shape his or her behavior in situations, or depending on the behavior of other subordinates.

Table 1.2 - Two complementary paradigms: leadership and management

Leadership	Management
●Models outputs	●Hunts inputs
●Focus on group products	●Focuses on individual tasks
●Encourages new ideas	●Imposes old ideas
●Stimulates good things	●Monitor bad things
●Prosper due to harsh competition	●Speaks a little about the competition
●Cherishes comparison with others	●Does not see the need for comparisons
●Thinks of programs for employee involvement	●He thinks about employee suggestion programs
●Stimulates their participation in making certain decisions	●Closely control decision-making
●Sees leadership as a vibrant and proactive process	●Sees management as an inanimate and reactive process
●Think of a human dynamic system	●Think of a business that follows a scenario
●Thinks of improvement and development initiatives	●Is thinking about improving policy compliance
●Shapes character, culture and organizational climate	●Believes about the culture or the organizational character that it does not represent much and does not enter into its tasks
Complementary features	
●Provides vision	●Fulfills the vision
●Makes improvements	●Makes things go
●Makes things happen	●Hopes it will happen
●Creates other leaders	●Creates other managers

Source: Carmen Aida Huțu: Organizational culture and leadership: the firm's competitive ability, Economic Editure, 2007

6. Dismantling the arguments against

Brian Tracy, in his famous book, "How The Best Leaders Lead," will be able to see how simple and easy we can learn from what this man says, and how much he can help others become leaders much better than I am now. He says that in order to become an extremely good leader, first of all you must know yourself well "The more you know and understand yourself,

the more wise you will make and you will get better results" , of course, you can develop and know along your way to become a successful leader [10].

7. Conclusions

The concept of communication is important both within the company, and in the relations with employees, as I have already mentioned, but also in relations with the supervisors, for a better organization of the company, but also for the internal and external relations.

Companies encourage people to communicate, be sociable, be curious about new technologies, but at the same time develop personally, acquiring different qualities over time, or better communication and assimilation of information.

In my opinion, communication is the strength of a company, by assimilating as much information as possible, and as we know, information is power. The better the relationship with the external and internal environment, the company will only gain, because then the employees will feel extraordinary at work and the clients will communicate much easier with them.

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