

A STUDY ON LEADERSHIP IMPACT OF STRATEGY DEVELOPMENT, GROUP PERFORMANCE AND EFFECTIVE CAPABILITIES OF DESIGNING CHANGE

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ABSTRACT

Leadership cannot be defined with the designation of a person or, how is the behavior of a person towards the employees or subordinates of an organization. It is truly tough to measure what are the qualities make a person to be defined as a good leader. Possibly, that is why few people in our society still remembered as a good leader with their approaches, not as per the scores are given to them. So, it proves leadership is such a quality which cannot be measured, but it is true that the impact of a true leader is always countable. That nature of leadership makes it so interesting. Leadership is all about a few sets of qualities which may be gained with the upbringings of an individual or may be polished and developed with years of experience and personal feelings. It is a style which is enriched with time, experience and communication with people. But that is not the end, it can be better with a better strategy, with better capabilities of taking people in a group and work together and finally the capabilities of designing change for everybody help to motivate them and help the individual to grow. Probably, even these set of qualities will be just a subset of leadership qualities and these factors have been discussed in this paper.

KEYWORDS: *Strategy, Group Performance, Transformational Leadership, Resource-Based View, Sustainable Competitive Advantage, Skill Development, Empathy, and Persistence*