

Transformational Leadership

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Abstract

It is very important to understand to make leaders and explore leadership qualities in common people. Leadership qualities cannot be imparted to a person. Rather it needs to have transformation. We need to explore leadership qualities in the common man. In an organizational setting, we must distinguish between leaders and regular employees, and this cannot be done through title or power. Any organization will have a very tough time surviving in the long run if it is unable to identify leadership qualities in regular personnel. Any organization's ability to sustain itself rests on its leadership abilities. If we look into history, all the leaders had a humble beginning and once all leaders were very common without having a substantial amount of credibility. They all emerged as a leader in their future course of time. Mahatma Gandhi, Martin Luther King, or any great leader in history falls in this category. There is no such defined succession planning of leadership.

Keywords: Transformational leadership, management system, leadership qualities, skills, employees

INTRODUCTION

We will discuss this concept based on India centric management system. This system is a great speculative, logical system, and it marches with different hope and beliefs of man. One needs to understand the philosophy with profound penetration in mind [1].

His undisputed view of karma serves as the foundation for philosophy, which emphasizes the primary requirement for self-realization. The lesson of Jnana yoga (way of knowledge) is communicated to the layperson through self-awareness. Self is described as unique and in a very simple style [2]. The philosophy went on to describe the nature of the world—Samsara, the embodiment of soul and superimposition of Atman [3]. It is of utmost importance to understand self to become an effective leader. Without realizing the self, a leader cannot emerge. Realization cannot be taken from books or any scriptures, it is necessary to have instruction from a self-realized guru (teacher). It must be institutionalized and if there is no effort, there is no result. Basically, we want to enjoy fruit without being self-realized. One must realize that the world is their extended family and that it is a place where only love and compassion are allowed, or Vasudhaiva Kuru Tumbakam (the universe as a family) [4]. This is a great quality of a leader as a leader needs to understand that the followers are the members of the same family. To become an effective leader, you need to have great belongingness and discharge responsibilities with obligations. This is not possible without self-realization [5].

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People are guided by environment, circumstances, mental, moral, and spiritual development. Self-realization needs to be futuristic and helping others. There are four qualifications for self-realization [6].

1. Understanding discrimination between real and unreal.
2. Nonattachment
3. Desire for emancipation.

4. Sixfold qualities
5. Restraint of internal sense
6. Restraint of external sense
7. Control of sense
8. Mind constantly on sense
9. Indifferent endurance
10. Faith on others

Atma bodha is the sense of self knowledge and those who are free from self-bondage can emerge as leader [7]. One needs to have the desire of liberation. Just as fire is the cause of cooking, so without knowledge of self, it is difficult to explore one. Self is the only direct path to liberation, compared with other fields of study. Your action can not destroy your ignorance. But knowledge with action can certainly destroy your ignorance. It is just like a light in darkness as the light destroys darkness [8].

Continuously honing your knowledge purifies you, which is a terrific characteristic in a leader. The world is a dream, filled with attachments and aversions. As long as it goes on, it seems real; nevertheless, when one is awake, it seems unreal [9]. It means that a leader should not project him or her through imaginary illusions. But needs to promise something rock solid deliverables. A leader should not be like a bubble of water which rise, exist and dissolve. But a leader needs to stay always with followers. A Leader needs to manifest the way followers are going to deal with a particular situation [10].

Different conditions are superimposed on the leader such as color, position, and so on. But a leader needs to go beyond all these superimpositions. We experience pleasure and pain in different situations and different contexts. But leadership qualities need to go beyond the effects of pleasure and pain. These qualities are borrowed sometimes. As one separates rice from the husk, bran, and so forth, one must have discriminative self-analysis and logical reasoning to distinguish the pure self from the sheaths. Despite being everywhere, a leader may not always shine. He needs to manifest the inner equipment or the intellect (Budhi). A non-discriminating leader must be active in all situations through function and the sense organs. A leader should never use discriminating power to impose authority. He needs to have attributes like water to respond in any situation. Attachment to desire, pain, pleasure, and authority is perceived as a discriminating factor.

The ego who identifies himself with gross, subtle, and causal bodies undergoes various sufferings and strive for liberation. Just a spider weaves its net from the material of its own body, a leader also needs to create the same kinds of the situation around its followers. Self-realization is the acquisition of leadership qualities and needs to manifest in a very effective way. When the mind becomes purer, a normal person also can become a leader with superior qualities. Generally, qualities are present in all thoughts, but we are not able to out in the right context and explore the qualities of a leader with us. The mind needs to go through a stringent process of purification. The ignorance is progressively lifted at that point, and the self-starts to show its true character. Leaders must investigate the purest form of honesty and trust. Leaders need to earn trust as trust leadership is of utmost importance in any organization in today's scenario. In this dynamic age, we need to make leaders and find out leadership qualities among common people. We need to explore the potential in people and make them realize the power within. This is a very difficult job as we have to transform common people into extraordinary entities. This is called the "Caterpillar to Butterfly" leadership model. In his model, we need to explore the extraordinary qualities of common people and transform them into extraordinary leaders. If we go into history, we will find that all the leaders did not have any extraordinary qualities, but they have been transformed into extraordinary leaders through some circumstances or some incidents. That was the turning point in their life. We call 3 Cs of leadership—Commitment, Concern, and Collective effort.

TRUST LEADERSHIP AND CONSUMER CONFIDENCE

At the moment, all organizations compete through trust leadership. Earlier, trust leadership management was not given much attention, but now that the focus has changed, it is being given the attention it deserves. It is claimed that the customer is king and that maintaining customer happiness is crucial for businesses to thrive in today's competitive climate. The product must be delivered to the final consumer in the shortest amount of time and in proper shape. Only a happy and pleased consumer can spread positive word of mouth, which is an organization's most effective form of advertisement. An efficient trust leadership management system is responsible for delivering products to customers to win customer confidence and organization can get competitive advantage. Trust leadership management system stands on efficient information system too. If a trust leadership management system operates well, it can drastically minimize the amount of time needed to prepare products or provide services to end users. In today's changing world, trust leadership management has strategic value for both managerial decisions and the environment as a whole. To thrive in a market that is constantly changing, organizations need to make effective strategic decisions in order to obtain a competitive advantage over their rivals.

Trust leadership is a competitive tool and it can be a complete advantage for the organizations. The success of organizations in the 21st century will be determined by trust in the leadership. In global perspective, trust leadership gained importance long back. It was bit late in Indian perspective and now trust leadership gained importance. Currently COVID-19 pandemic is going on across the world and numerous problems have emerged. Consumers are suffering most as communication and transportation is on halt. Products and services are not reaching to customers in proper time with suitable price. Cost of production is spiking up and finance is stuck across the world. Disposable income is at lower end. In this condition trust leadership plays a big and important role to satisfy consumers and gain a sustainable competitive advantage for the organizations.

Customer Satisfaction

Measuring customer satisfaction provides a good start for companies with no formal customer complaints measurement programs. Customer feedback mechanism allows the company to hear the problems with products. Efficient trust leadership gives a competitive advantage for the organization to make error free products and reducing the cost of production. Also, improve the quality of the products.

Right customer: Understanding and anticipating customer needs helps the organization to connect with the right customers. It actually helps the organizations connect customer's customer. Packaging supplier of Frito lay may have Walmart as its customer's customer. Delivering to right customers is very important as it saves time, cost and satisfy customer demand. Reaching the correct customer is crucial and offers businesses a competitive edge.

Right condition: It is very important that product or service should reach to consumers in right conditions. If there is any damage, company has to bear heavy loss in replacing or repairing. It becomes imperative to have efficient trust leadership that can give competitive edge over others.

Time, money and trust leadership: Time is money is famous aphorism. This is very simple. But this profound statement suggests that the organization which complete the work quickly, enjoy more profits while slower moving organization suffers. A trust leadership system is made up with people, various activities and definitely information which enable to win customer confidence. Most of the winning organizations try to integrate trust leadership process and make it efficient one. Basically, trust leadership minimizes the conflict. We have seen that the organizations can gain advantage from moving towards a best value approach.

Strategic trust leadership management: Trust leaderships can be tactical and transactional in nature & more over it is considered more important than a revenue driver. It is generally focuses on individual

operational metrics. It has been observed that many organizations do not have proper system to record or monitor the effectiveness of trust leadership system.

Basically, the focus is on to create a strategic trust leadership management process. Such approach contradicts popular wisdom centered on authoritarian leadership model.

The value of trust leadership management is reflected in how firms such as TATA, Toyota, and FORD have used their trust leadership as competitive weapons to gain advantage over peers. When hurricane Katrina devastated gulf coast in 2005, Walmart used not only its warehouse and trucks, but also satellite technology and radio frequency identification and Global positioning system to quickly divert assets to affected areas and played a role of being trust leader. The result was that Walmart emerged as first responder in many towns and provided essentials such as like drinking water faster than local and federal government could.

CONCLUSION

Trusted leadership has an impact on individuals and society at large. Socioeconomic concerns like local poverty escalation, the provision of necessities during emergencies, marginalization or the problem of unemployment, and so on, are the areas where trust leadership could be extremely important. The improvement of a community's quality of life and development could be facilitated by trust leadership. Organizations operating globally frequently face fierce competition, and in order to maintain competitive pricing, they press their suppliers to reduce costs. It has been seen that supply are compelled to reduce their costs, which results in their paying lower wages to the workforce.

Trust leadership can be used in the areas of poverty elevation. It has got a deep impact on poverty elevation program. But people who are involved in trust leadership management process gain more respect than others with economic importance too.

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