

Introduction

Leadership is one of the keys to the success of any organization. The leader understands the strategies which can improve the profit of the organization. HR plays a significant role in selecting a deserving leader for a particular project. The leader explains every single step which is required for the project to the employees. They also provide a proper schedule for completing the whole work before the deadline. The global leader needs to handle cultural conflicts because global leaders work with employees who are coming from different regions. As they come from different regions, their cultures, as well as their working processes, are also different. In this situation, the leader needs to train them about all the objectives required for completing the project properly. Communication also plays a significant role in this section. The global leader needs to understand the main problem of the employees coming from different regions.

Relationship between global leadership and organizational outcomes

Performance: Performance is very important for a global leader because it helps the leader to monitor his/her team. The leader cannot sit in a single room and direct everything, he/she needs to be very active in the work. Every time he/she needs to be present at the workplace and monitor how the team is working at that moment. Every time global leader needs to analyze all talents which are seen in the workplace(Bhardwaj *et al.*, 2021). Sometimes they analyze a lot of employees who are working very well and the rest of the people are not consistent about the job. For those who complete all the work dedicatedly, the leader promotes them to a higher post. This promotion motivates the employees to work in a dedicated manner.

Innovation: Innovation is a time-dependent process and a lot of effort and bits of knowledge are required. The company needs to invent new things and leave all the old methods of business management. The management system needs to be very active for innovation. Global leadership needs a lot of time and dedication to complete the innovation process for a company. At the very beginning, the global leader needs to analyze the market situation. According to the market need, he/she needs to modify the team with some experienced persons. New employees are less skilled and they need more training for executing the business management system. Small and consecutive steps can bring innovation to the company. The company needs to establish several business plans to renovate the business management system. Multinational organizations have different types of employees with different skills, and the leader needs to handle the actions taken by the employees. In this way, innovation through global leadership can make the revenue graph of the company upward.

Business development: Business development can develop the image of the company in the global market and also they can get a lot of new opportunities for making new operations. The leader needs to find some new ways to develop the business development tools. Multinational companies have a lot of different stores in different regions. Every store has some effective properties depending on the location(Kuknor *et al.*, 2021). For example, the sales rate is high in some stores which are situated in some corporate areas.

On the other hand, the stores which are situated in the middle of the town, are not more successful than the previous case. The global leader has a lot of connections with different

locations, and they know about some effective strategies which can help them to execute the business in different regions. The leaders have to analyze the current trends because the current trends are also important for business development.

Business promotion: Business promotion is very required for generating huge sales for a particular company. Business promotion is mainly done by the marketer of the company and the leader has to direct them for promotion. The leader needs to hire effective employees who can create effective advertisements for the company. The advertisements must be very unique and creative because they will help to gather a huge customer for the company. The leader needs to hire a marketer who can share the advertisements with the targeted audience. Selecting the audience for a particular product is very difficult and also requires a lot of experience.

Learning from failure: At the time of business execution, the leader can make a lot of mistakes which can ruin the normal structure of the business. The leader needs to find all the small mistakes and then they need to explain all the steps for rectifying the mistakes. Global leaders can share his/her experience with the new employees so that the new employees can complete the whole project properly. The leader needs to keep his/her patience to handle the performance of the employees. Mistakes can teach the leader every single step which will help him/her to prevent the loss of the company in the future.

Benefits and challenges of global leadership

Benefits

1. New talents: The HR of multinational companies hires a lot of new people from different cultures as well as different countries depending on their different skills and knowledge. The leader can see a variety of skills and knowledge. The new employees can know the current trends in the market. The leader can also learn about new cultural things and sometimes the leader also applies some effective strategies to other regions. At the time of project discussion, the leader can analyze different skills. After analyzing the skills, the leader hired the participants for a particular project. Different skills can create a lot of creative things for the company and also help the company to increase its revenue(Friedlander *et al.*, 2021).

2. Creating networks: Global leadership can help the leader create a huge network for the company. Business promotion needs a huge network and by communicating and interacting with new people, the leader can know different networking sources in different regions. The company can make a lot of deals with companies from different countries. People from abroad can know about the company and also it can give a huge opportunity to the company for promotion.

3. Existing employees development: The existing employees can understand different cultural rules which are required for the business. Sometimes foreign employees have some prior experience and when they come to the new company, they share some effective strategies with the existing employees of the new company. The existing employees may face a lot of difficult situations in the workplace, but the experience of the foreign employee can help them to get over the problem(Langran, 2021). The leader can see good cooperation between the team which is important for any business organization.

Challenges

1. Organizational conflicts: The global leader finds some employee who causes controversy in the workplace. Sometimes the way of thinking is not matched between the leader and the employee. The leader prepares an effective schedule for business operations and every employee needs to follow the schedule. Most of the employees follow the schedule, but some, employees just want conflict in the workplace. These people just ignore the schedule and work their way. In this situation, the leader may face a lot of problems in completing the project because he has to submit the project to headquarters. Organizational conflicts decrease the acceleration of the work and also the clients become disappointed due to the late submission of the project.

Communication barrier: Communication is the best way to discuss every single step of a business. Sometimes people coming from different regions are not familiar with the local language, that's why they cannot share their problems or experiences with anyone. The company should select a particular communicative language for everyone. Most companies use English for communication, but some candidates have no idea of English or any communicative language. The leader needs to hire experienced employees who will teach the employees communicative languages(Lu *et al.*, 2021). This process is time-dependent, and the company can face delays in project delivery due to this problem.

Management: Multinational companies have a lot of different sectors and every sector has a lot of employees who are completing all the business objectives as directed by the leader. The leader may be responsible for managing the team properly because every couple has different goals and perspectives. The analysis of every team's performance becomes very difficult for the company because it requires a lot of time and effort.

Lack of knowledge: Lack of knowledge can delay project delivery. The leader can't teach every single point to the employees. The employees need to do minor research when they start a new project for the clients(SHARMA, 2021). The whole organization can suffer from a small mistake of the employee and also it creates a bad impact on the company.

Conclusion

Interaction between people is the best way of spreading positivity. The workplace must be suitable for creating new things for the company. The leader plays a significant role in motivating the employees to perform better for the company. Global leadership can create a lot of new experiences and knowledge. The leaders can learn the different strategies and if the strategy is effective they can apply it to the business. Global leadership needs a lot of experience and knowledge. Risk management and communication are the most important skills which are required for global leadership. On the last point, it is said that dedication and patience are the keys to the success of every global leader.

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