**IN A POST COVID WORD ARE TRANSFORMATIONAL LEADERS NEEDED MORE THAN EVER**

Table of Contents

[1.0 Introduction 3](#_Toc133362531)

[2.0 Analysis 3](#_Toc133362532)

[2.1 The concept of transformational leadership 3](#_Toc133362533)

[2.2 The traits of transformational leaders 4](#_Toc133362534)

[2.4 Necessity of transformational leaders in the period of Covid-19 4](#_Toc133362535)

[2.5 Role 6](#_Toc133362536)

[2.6 The capability to carry in transformation 7](#_Toc133362537)

[3.0 Conclusion 8](#_Toc133362538)

[Reference list 9](#_Toc133362539)

# 1.0 Introduction

The COVID-19 pandemic has presented never-before-seen difficulties to people, businesses, and governments everywhere. The value of transformative leadership has grown more and more clear during this difficult time. Transformational leaders have proven they can negotiate ambiguity, inspire others, and influence positive change. This essay explores the idea of transformational management, its characteristics, and the significant influence it served during the pandemic, as demonstrated by two notable leaders, Satya Nadella, CEO of Microsoft, and Jacinda Ardern, Prime Minister of New Zealand. The essay also addresses empirical research showing how transformational leadership may increase worker satisfaction and well-being, as well as how transformational leaders can effect transformative change, as demonstrated by Nelson Mandela, the late South African president.

# 2.0 Analysis

## 2.1 The concept of transformational leadership

The purpose of transformational leadership is to inspire and motivate followers to realise their maximum potential and collaborate on a single objective. It entails the leader pushing their followers to adopt that vision for their own while cultivating an awareness of vision and purpose. Transformational leaders are viewed as charismatic, motivating, and capable of inspiring zeal and dedication in their followers.

Transactional leadership, which relies on a more conventional "carrot and stick" strategy, is frequently contrasted with transformational leadership. While leaders who transform inspire and empower others to assume ownership of what they work and participate in the overall achievement of the organisation, transactional leaders emphasise rewards and penalties to drive their followers.

To encourage followers, transactional leadership uses a more conventional "carrot and stick" strategy. This style of leadership places a strong emphasis on rewards and penalties to motivate followers to achieve particular targets. Transactional leadership emphasises compliance and loyalty to the leader's instructions, in contrast to transformational leadership, that focuses on empowering and encouraging followers to take responsibility of their work and contribute to the overall success of the organisation.

In general, transformational leadership is thought to be a more effective and desired strategy because it fosters a sense of ownership and purpose in followers, which increases motivation, teamwork, and creativity. A culture of fear and submission, on the other hand, can be established by transactional leadership, which may ultimately restrict the company's achievement and expansion.

## 2.2 The traits of transformational leaders

Several characteristics are frequently linked to transformational leaders. These consist of:

* The ability to inspire and encourage their followers by their own personal traits and beliefs is referred to as charisma, and transformational leaders are frequently considered in this light.
* Vision: Transformational leaders are able to communicate their vision to their followers and have a distinct vision for the future. They encourage those who follow them to work towards this goal and consider the big picture.
* Inspiration: Transformational leaders have the ability to inspire their followers to realise their full potential, frequently through establishing high standards and offering assistance and support.
* Transformational leaders stimulate their followers' minds by encouraging them to question the current quo and think creatively. They encourage an innovative atmosphere and are risk-takers.
* Individual consideration: Leaders who transform are aware of the needs of each of their followers and are ready to offer assistance and direction when required.

Enabling followers to reach their full potential while contributing to the achievement of the organisation is the main goal of transformational leadership. In order to achieve this, leaders must be charismatic, innovative, and respectful of their subordinates. It also entails developing a culture of confidence, inspiration, and creativity.

## 2.4 Necessity of transformational leaders in the period of Covid-19

The Covid has hit individuals, groups, and governments all throughout the world with issues never before experienced. In the wake of this tough period, transformational leaders have displayed their capability to work through uncertainty, motivate others, and bring about effective change. 2 instances of transformational leaders in the afterwards environment are:

**Jacinda Ardern - Prime Minister of New Zealand**: With regard to her transformational leadership at the period of the covid, Jacinda Ardern has received high accolades. She has received praise for moving swiftly and firmly to limit the infection and safeguard New Zealanders' health. Empathy, openness, and teamwork have been the hallmarks of Ardern's strategy (Ardern and Leader, 2018). She has shown a readiness to listen to experts and modify her approach as necessary. She has also prioritized the welfare of citizens before commercial interests. A clear and consistent message from Ardern's leadership at the period of the pandemic has contributed to the public's enhanced trust and confidence. Through press conferences as well as social media, she has routinely interacted with the public and has been candid about the difficulties the nation is facing. In addition, she prioritized New Zealanders' mental health and wellbeing while demonstrating compassion and empathy for individuals affected by the pandemic. Ardern's willingness to work with others and solicit advice from stakeholders and experts has been another important component of her transformational leadership. To create a thorough response to the epidemic, she actively collaborated with health officials, researchers, and community leaders. In order to exchange best practices and coordinate efforts, she has also interacted with other nations and international organizations.

**Satya Nadella - CEO of Microsoft**: For his part in making Microsoft a more creative, adaptable, and customer-focused company, Satya Nadella has been recognised as a transformational leader. Under his direction, Microsoft has adopted a growth mindset, put emphasis on creating an inclusive and innovative culture, and made wise acquisitions and alliances to diversify its servicesNadella has emphasised the significance of digital transformation during the COVID-19 pandemic and has established Microsoft as a pioneer in remote employment and joint solutions. While continuing to drive creativity and enhancement at Microsoft, he has also placed a priority on the health and safety of its employees (Nadella and Euchner, 2018). Nadella's ability to quickly adjust and change course in response to evolving conditions has distinguished his leadership during the pandemic. The new reality of remote work has been accepted by him, and he has urged his staff to follow suit. He has also emphasised the value of inclusivity and empathy and has taken measures to make sure that Microsoft's services and products are available to everyone. His focus on innovation and enhancement has been a crucial component of Nadella's transformational leadership at the period of the pandemic. He acknowledged that the epidemic had opened up fresh possibilities for the digital transition and encouraged his staff to use their imaginations to come up with fresh solutions. He has also emphasized the value of teamwork and urged Microsoft to collaborate with other businesses and institutions in order to spur creativity and enhancement.

## 2.5 Role

Organisations have faced substantial hurdles as a result of the COVID-19 epidemic, and leaders have had to modify their leadership philosophies to deal with these uncharted circumstances. Organisations have found that transformational leadership, which entails motivating and empowering workers, is a good strategy for overcoming the obstacles brought on by the pandemic (Santoso et al., 2022). The authors contend that via clear communication, empathy, and support, transformational leaders may aid organisations in maintaining employee engagement and productivity. During the COVID-19 epidemic, transformational leadership has been shown to be effective in promoting employee engagement and well-being, according to empirical studies. For instance, transformative leadership was positively correlated with employee well-being and job satisfaction during the pandemic, according to a study by (McCombs and Williams, 2021). Another study by Zhang et al. (2021) discovered that transformative leadership assisted in reducing the pandemic's detrimental effects on worker well-being and productivity. In order to retain employee engagement and productivity following COVID-19, the transformational leader's role is crucial. Transformational leaders may assist organisations in overcoming the challenges of the pandemic and developing a strong and engaged workforce through effective communication, empathy, and support. A different study by Khan et al. (2021) revealed that transformational leaders were able to encourage their team members to remain devoted to their task despite adversity. The study also discovered that process innovation and structural empowerment mitigate the link between transformational leadership and employee engagement. The degree to which employees have access to the tools and assistance they need to do their tasks well is referred to as structural empowerment. According to the study, transformational leaders who gave their staff members structural empowerment were more successful at energising them during the pandemic. The use of new and enhanced processes to increase organisational effectiveness is referred to as process innovation. The study discovered that process innovation was used by transformational leaders to better engage their workforce during the Covid 19 pandemic.

## 2.6 The capability to carry in transformation

Nelson Mandela, the previous president of South Africa, stands out as one of the most notable instances of a transformative leader igniting change. One of the most important historical characters of the 20th century, Mandela's leadership was instrumental in transforming South Africa from a country under apartheid to a democratic one. Mandela's capability to inspire and mobilise people, as well as his vision and dedication to equality and fairness, were hallmarks of his leadership. Because of his political activities, he was imprisoned for 27 years. During that period, he rose to prominence as a symbol of opposition to the apartheid state (Krishnan, 2001). Mandela was instrumental in negotiating the end of apartheid and managing South Africa's transition to democracy after his release from jail. He was elected as the nation's 1st black president in the year 1994 as well as held the position for just one term, at the period of which he strove to bridge the country's extreme racial gap and advance economic expansion. Mandela's style of leadership was characterized by his capacity to uplift and bring together individuals from all racial and ideological backgrounds. His emphasis on the value of forgiving others and fostering rapprochement as well as his readiness to interact with his former captors served to ease tensions and enhance healing. Because they have a few essential qualities that help them motivate and encourage their followers to accomplish their goals, transformational leaders are successful. One of the most crucial elements is having a distinct and appealing vision for the future, which enables them to motivate people to work together to achieve a common objective. Furthermore, transformational leaders have a magnetic personality and the capacity to relate to individuals on the personal level, which promotes loyalty and trust among their followers. Apart from that, they have high emotional intelligence, which enables them to comprehend and control both their own and other individual’s feelings. Effective transformational leaders must be able to express their vision in a manner which resonates with their followers, which requires strong communication skills. Last but not least, empowerment and role modelling are crucial components that make transformational leaders effective because they transfer authority and responsibility and show by instance the manners by which to guide, which helps to enhance trust and motivates others to follow their instance.

# 3.0 Conclusion

In summary, transformational management is a type of leadership that encourages and motivates people to realise their full potential and work together to achieve a common objective. Innovative and charismatic, transformational leaders may motivate their followers to challenge the status quo, use their imaginations, and focus on the big picture. Transformational leaders have proven their capacity to overcome uncertainty, inspire others, and affect positive change in the wake of the COVID-19 epidemic. Jacinda Ardern, the Prime Minister of New Zealand, and Satya Nadella, the CEO of Microsoft, are two examples of transformational leaders during this time. Organisations have discovered that transformational leadership, which encourages staff participation and happiness via straightforward communication, empathy, and support, is an effective technique for tackling the challenges caused by the pandemic. All things considered, transformational leadership is a crucial leadership approach that encourages a climate of assurance, inspiration, and creativity. It is especially crucial during times of crisis and ambiguity.

# Reference list

Ardern, J. and Leader, A.T., 2018. New Zealand women political leaders today. Women Talking Politics, p.6.

Khan, M., Khan, M.A., Zubair, S.S. and Rizwan, A., 2022. How transformational leaders are engaged in work settings during episode of COVID-19? Exploring mediating effects of structural empowerment and process innovation. Sage Open, 12(2), p.21582440221093354. Doi: https://doi.org/10.1177/21582440221093354

Krishnan, V.R., 2001. Value systems of transformational leaders. Leadership & Organization Development Journal, 22(3), pp.126-132.

McCombs, K. and Williams, E., 2021. The resilient effects of transformational leadership on well-being: examining the moderating effects of anxiety during the COVID-19 crisis. Leadership & Organization Development Journal, 42(8), pp.1254-1266. Doi: 10.1108/LODJ-02-2021-0092

Nadella, S. and Euchner, J., 2018. Navigating Digital Transformation: An Interview with Satya Nadella. Research-Technology Management, 61(4), pp.11-15.

Santoso, N.R., Sulistyaningtyas, I.D. and Pratama, B.P., 2022. Transformational leadership during the COVID-19 pandemic: strengthening employee engagement through internal communication. Journal of Communication Inquiry, p.01968599221095182. Doi: <https://doi.org/10.1177%2F01968599221095182>

Zhang, Y., Wu, H., & Zhang, Y. (2021). Transformational leadership and employee performance during the COVID-19 pandemic: A moderated mediation model of employee well-being and job insecurity. Frontiers in Psychology, 12, 614330.