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*by Rr Rr*

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## **Introduction**

People are social animals and this they tend to form groups in every place that they are in. Thus group behaviors in firms tend to be aligned to a firm's norms as well as rule while the employees are expected to be disciplines, follow orders and works to the requirements of the firm instead of their desires (McMahon, 2021). In this evaluation we shall conduct an analysis of group behaviors that are implemented in Zain Telecom Company. This firm is the pioneer of mobile telecommunications in the Middle East. Currently it is the main mobile voice as well as data services operator. It has a commercial footprint in 7 Middle Easter as well as Africa nations and has about 7,500 employees and about 48 million active clients. In this evaluation we shall consider the firm's teams, power and politics of the firm, communication, leadership in the firm, and the organization structure.

## **Works Teams used in the firm**

In Zain Company, teamwork has been effective in fueling the accomplishment of the strategic goals. The effective work teams tend to improve the achievements of the employees and allow one to effectively serve the clients. The firm has mainly make use of self-managed teams. With these teams the group of employees work together and are accountable and responsible for all or majority of the features that involve the part that they play in the firm. With self-managed team, the group have a role of carrying out a number of technical tasks as well as other supporting roles such as planning and scheduling flow of work. Majority of the teams in this firm have the management and the technical role rotates among the team members and can be undertaken by self-managed team after being approved by the manager and given the appropriate authority as well as autonomy.

Based on the CEO of the firm, these self-managed used in the firm has aided in enhancing productivity in the firm. He feels that the employees have a better commitment to the firm's goals when they are more closely involves in helping to achieve the goals. This is as well supported by the fact that self-managed tend to maximize on the available resource and reduces the wastage for the firm (Indeed, 2021). They tend to work based on the set methods. With self-managed teams, the employees tend to have a more job satisfaction since they tend to be directly involved in running the firm and tend to be more independent. However the CEO complained that due to the better performance associated with these teams, the employees may at times become reckless and show insubordination.

#### **Power and Politics use in the firm**

The firm mainly makes used of the rewarding power. This aids in providing the basic satisfaction. It is a win-win technique used by the management. The management tends to be contented with the earnest efforts of the workers towards the achievement of the firm's goals as well as the objectives and still the workers are satisfied with the rewards which are given to them. The firm mainly involves several forms of rewards which include, play, praising, promotions, use of incentives or even a leave. There are mainly given to workers with appropriate personal qualities in their roles as well as performance.

The reward power tends to play a major role in an effective leadership in the firm. Through this technique the employees tend to establish positive attitude towards the firm and their morale tends to get enhanced. Given that employee morale as well as productivity affect one another, it bring effective <sup>2</sup> results leading the whole team members toward receiving the results which are expected of.

### **Effectiveness of Communication in the firm**

Zain Telecom has established effective communication techniques in the firm. The firm has created an open communication environment. This has allowed all the employees of the firm to be free to provide their responses, ideas and even criticize some beliefs. The firm has the ability to develop trust in their employees which is the foundation for effective communication. The firm has as well implemented inclusive communication techniques. All employee are open to be part of the decision implemented by the firm. This aids in encouraging employees to be productive and creative for the firm.

The effective communication techniques that have been implemented in the firm has aided in enhancing the growth of the firm. This is because it makes sure that the firm's policies are implemented in an effective manner without delays. Through this productivity, the firm has the ability to grow and be successful. Effective communication aids in enhancing transparency in the firm. Through this, in case there are tough decisions that need to be made in order to enhance the firm, tend to make it easier when explaining why the decision has to be made.

### **Where communication breaks down in the firm**

Communication breakdown refers to the failure to exchange information due to lack of communications. There are various reasons which may result to communication breakdown in the firm. At time there are perceptual as well as language differences. Generally any person wants it when they receive messages that favor. The messages which do not favor their desires are not accepted. Linguistic differences as well leads to communication breakdown in the firm. Especially if there is the inappropriate perception by the receiver (Ajaegbu, et al., 2015).

Additionally at times the managers are affected by information workload. It becomes hard to control the information flow and this the information is misinterpreted or overlooked and thus the communication becomes ineffective. Additionally, sometimes targets need to be attained within specific time period, the inability to achieve this tends to have major impacts. In a haste to meet the deadlines, the formal channels of communication are reduced, and messages tend to be partially transferred.

### **Leadership Styles used in the firm**

Zain mainly makes use of the authoritative and democratic leadership styles. With democratic leadership, the management of the firm encourages participation as well as collaboration among the team members. They create a culture in which the employees feel that they are valued as well as essential. They create an open environment which enhances discourse through the exchange of ideas which aid in enhancing engagement as well as motivation among the employees (Zain, 2014). In addition the firm has developed a culture of voluntary contribution. However this leadership method was said to be ineffective when making time sensitive decisions. It as well creates tension between those with different ideas.

In order to manage the shortcomings associated with the democratic leadership, they tend to make use of the authoritarian leadership styles. This enables the management to impose expectations and define the outcomes. It is mostly used when dealing with time constrained periods, creativity is not highly considered given that the ideas from majority of the employees are not considered. Thus time that is spent on making this critical decisions is minimized.

### **Effective of Leadership in the Firm**

There are several aspects that bring out the effectiveness of leadership styles use in Zain Telecom. The firm has low employee turnover and the employees tend to be happy. Whenever the employees feel respected and valued they tend to be contents with the place thus reducing their desire to leave the firm. The firm has as well been making good profits. This is as result of the creation of effective teams which are driven to success, effectiveness since the employees are all working towards similar goals. Since the firm is run in an effective manner, there are maximized revenues. The employees are happy which aids in maximizing the productivity of the firm.

### **Organization Structure of the firm**

The firm mainly make use of a functional organizational structure. The firm is segmented in small departments in regard to specific functions. It vertically structures every department with responsibilities from the management. Some of these departments include customer care, marketing, development, sales and research. The employees in every department reports with one another and then the leaders to the departments communicates with one another. This structure tends to be effective in this firm since the firm has continuous activities. It aids in making the firm to run its activities effectively and earn profit (Zain, 2021).

### **Mechanistic or Organic**

The firm has an organic organizational structure. The firm tends to have a flat reporting structure. Interaction with the employees is horizontal. The decision are made by the agreement of the employees. It as well involves high amount of information in the upper part of the firm. There is increased cooperation between departments instead of silo effect. This structure aids in enhancing the quality of decisions made in the firm.

### **Effectiveness of the Structure**

The effectiveness of Zain's organizational structure has been brought in a number of ways. The firm has built a collaborative as well as empowered environment which is based on teamwork. The firm has no overlapping communication since it majors on open communication in the firm thus the employees tend to have a chance to share their ideas and give their perspective on certain aspects within the firm. All employees as well have a chance to gain access to information which they require to carry out their role.

### **Conclusion**

Group behavior refers to how employees respond to the norms that have been set in the firm. Based on the evaluation above, Zain Telecom tends to have an effective group behavior. This is due to their effective teamwork, communication techniques, leadership methods as well as organizational structure in the firm.

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