UNLEASHING POTENTIAL: EMPOWERING THROUGH LEADERSHIP

Ms. Puri Haramrit Kaur
M.com (pursuing), UGC NET (commerce)
Smt. Chandibhai Himathmal Mansukhani College, Ulhasnagar.

Abstract: The importance of employee empowerment in organizations has increased as management approaches have changed to emphasize several leaders over supervisors in the corporate world. A leader's job is to inspire and involve their subordinates in their work; they can do this by giving their staff members more authority. Employee creativity, work-life balance, teamwork ethic, and organizational effectiveness are all enhanced by empowerment. In addition to empowering workers, organizations must to support empowering leadership. Encouraging staff to strive for better performance and sharing authority are two aspects of empowered leadership. The literature in the areas of empowering leadership and workforce empowerment is the main topic. Given the importance of people in organizations, it's critical to comprehend how empowering leadership and employee empowerment affect organizational results. To gain understanding of the topic, the researcher drew on historical data and conclusions from earlier investigations. Analysis revealed that employee empowerment promotes productivity, customer satisfaction, organizational commitment, job satisfaction, and employee performance as well as business success. A leadership approach that empowers staff members is becoming more and more popular among managers. Instead of only assigning work, they push their teams to be more self-sufficient at work. Numerous researches support the beneficial impact of empowering leadership on workers' psychological empowerment. This article sought to determine the best course of action that firms may take to improve employee empowerment and lower employee turnover. The present study used a critical review methodology to examine the extant literature on employee empowerment, encompassing different sources. This study will significantly add to the body of knowledge already in existence, particularly in motivating managers to create diverse employee empowerment techniques within their organizations.

Keywords: Empowerment, employee empowerment, encouragement, leadership

Introduction

Empowerment is a practical approach, not just a catchphrase. It entails providing your team members with the instruments, materials, and expertise required for them to assume responsibility for their work. It's about creating an environment where people are inspired to advance both personally and professionally. The nature of leadership is

evolving in the era of disruptive technologies and fast-paced work environments. The days of a leader being able to just give instructions and count on blind obedience are long gone. Effective leaders of today inspire, encourage, and foster settings where each team member may reach their full potential rather than merely giving instructions. To inspire and motivate teams, leadership that is upbeat and optimistic is essential. These types of leaders foster an environment of self-assurance and passion that is contagious. The ultimate objective is to convince leaders that by adopting these mindsets, they can realize their own and their team members' full potential and guide them to previously unattainable heights of success. Leadership constitutes of empowering people, inspiring people, leading a change and also sharing visions on vital matters.

Source: https://www.inntier.com

In order to help employees achieve their highest potential and foster a healthy work environment, leadership is essential. A few characteristics of effective leaders encourage and inspire their teams to reach greatness. The capacity to clearly convey a vision and establish attainable goals for their teams is one of the most important traits of successful leaders. Through the provision of a clear purpose and guidance, leaders enable their staff members to assume responsibility for their work and pursue greatness. Apart from possessing vision and inclusivity, proficient leaders also exhibit elevated emotional intelligence. They actively listen to the wants and problems of their employees and recognize the value of empathy. Leaders establish a secure environment where their colleagues feel comfortable expressing themselves and offering criticism by encouraging candid and open communication. This method fosters innovation and problem-solving in addition to strengthening relationships. Innovative concepts might originate from any level of the organizational structure. Establish a culture that values and takes into account all ideas. This gives your staff more authority and could even provide you new perspectives.

Review of Literature

Mahmud & Sopiah (2022) The mental health and well-being of staff members are greatly impacted by leadership. Given that leadership bears a heavy burden of organizing, directing, and supervising staff to ensure that output aligns with anticipated organizational objectives

Putri & Ratnaningsih (2020) The company can empower staff members to boost job satisfaction, strong employee loyalty, and readiness to innovate at work by modelling acceptable leadership style. The desire of workers to be able to learn new skills at work, which makes them feel as though the company values their presence, is still linked to job

happiness. As a result, opportunities for employees to reach their potential will arise from employee empowerment that takes place inside the company's leadership. One of the most crucial factors that can benefit employees is how leaders are treated and how employees are empowered. Psychological empowerment is one strategy that may be used to help workers feel at ease, like their work has purpose, and see the rewards.

Mukwakungu, Mankazana & Mbohwa (2018) discovered that the effectiveness of the organization, quality improvement, and customer happiness are all highly impacted by employee empowerment. They concluded that since favourable working circumstances for employees increase productivity, organizations should pay attention to the workplace.

Nadeem (2018) find that a significant relationship exists between employee empowerment and organisational performance.

Kumar and Kumar (2017) A motivational technique called employee empowerment encourages workers to feel good about their jobs and organizations. They also state that empowered workers are content with the meetings, self-development courses, training they got, and the way their opinions and thoughts are taken into consideration. The body of research indicates that worker empowerment directly affects worker performance.

Hanaysha (2016) explains the relationship between organizational commitment and employee empowerment. The concluded that better organizational performance will result from a higher employee empowerment attribute.

Sharma & Kirkman (2015) According to academics, empowering leadership is the process of delegating authority and assigning responsibility and autonomy to followers, teams, or collectives through a certain set of leader behaviours so that workers can increase their own motivation and succeed at work.

Objectives of the study

The present study aims to achieve the following objectives:

1. To study the benefits of employee empowerment.
2. To examine how employee empowerment promotes productivity and customer satisfaction.
3. To study powerful ways to empower employees

Research Methodology

This study combines secondary data with a review of the literature. The process of locating, acquiring, reading, and assessing literature is known as a literature review (Saidah & Muhid, 2021). The information was found using a Google Scholar search using predetermined rich variable keys. The gathered papers are examined to determine if they satisfy the requirements to be included in the study's literature.

Benefits of empowering the employees

Source: https://empmonitor.com

Giving your staff the keys to their own success is akin to empowering them. They can create new and improved ways to execute tasks by using their imagination, which will boost output and performance. Giving your staff the keys to their own success is akin to empowering them. They can create new and improved ways to execute tasks by using their imagination, which will boost output and performance. As a result, recruiting expenses and staff training costs drop. Employees with confidence communicate knowledge and best practices more. Transparency and honesty foster better teamwork. A corporation will be able to accomplish its strategic objectives with greater cooperation and aggressive participation. Productivity will increase with self-assurance and a collaborative, quality-focused mentality. Employee ownership of the procedure and final product inspires improvement. Organizations that value employee empowerment see lower levels of waste, bureaucracy, and time waste. The following will result in a general decrease in expenditures:

- An empowered workforce is happier in their occupations and career pathways, there is a drop in staff turnover.
- Reduced training costs, higher retention rates, and internal experience retention.
- When problems are immediately handled and fixed, customer loyalty increases.

Employee empowerment boosts productivity

Source: https://empmonitor.com/

- **Generates accountability and a sense of responsibility,** when competent staff members are given important assignments and projects, it shows them that their superiors have faith in their ability to finish the work quickly

and effectively. Let us say you oversee a creative management project, for instance. In that scenario, rather than supplying the design yourself, you can ask the employees to do i themselves. It will encourage the employees to take initiative, let their creativity run wild, and feel more committed. Because managers give their staff members duties, the staff members will be more responsible at work in order to maintain the confidence. Because they feel accountable for the outcome, they will therefore put in more effort and take less chances. Furthermore, accountability will guarantee engagement and active participation, enhancing output and performance.

- **Boosts employee engagement and motivation**, providing your staff the freedom to find creative solutions to complete assignments within a set amount of time is the same as empowering them. Consequently, it increases their confidence and gives them a sense of trust and value. The workforce's ability to express creative ideas and provide a variety of viewpoints that can expedite problem- solving is another benefit of autonomy. Employees will also go above and above and put in more effort to support organizational goals when they are aware of how their efforts contribute to the company's overall growth. Together, these factors increase a person's sense of engagement, accountability, and belonging, which improves work output.

- **Promotes continuous improvement through regular feedback,** giving constructive criticism is essential to employee empowerment. It will assist managers in evaluating worker performance and pinpointing areas for development. Employees are therefore able to recognize performance gaps and take steps to close them. Also, it will aid in their professional development and skill upskilling. Feedback provides managers with a variety of suggestions and inputs that give staff members a feeling of direction and a path for self-improvement. Because of this, individuals see their actual potential, push themselves to the edge, step outside of their comfort zone, and produce exceptional outcomes. Furthermore, feedback indicates that the company is actively involved in the professional growth of the employee. They are therefore inspired to put forth more effort and produce more.

- **Provides diverse opportunities for professional growth,** Managers empower their staff through techniques like coaching and skill-building. To prepare skilled workers for new positions, they offer shadowing and upskilling programs. Many organizations permit lateral moves across functions in place of the conventional hierarchical structure. By taking part in multifaceted projects, this enables cross-functional collaboration and aids employees in diversifying their work portfolio. Additionally, acquiring new competences and skills will increase workers' productivity and efficiency, which will raise the potential of outputs. Hence, employee empowerment will lead to personal as well as professional goals.

- **Fair platform for innovation,** through task ownership, empowerment promotes creativity and innovation. Employees that are encouraged to innovate and broaden their perspectives will contribute new insights. Consequently, empowerment fosters creativity by giving workers a forum to express and deliver their original thoughts and viewpoints and, where practical, turn them into reality. The fact that these people have diverse backgrounds and skill sets allows for more original and cutting-edge ideas. They will experience a sense of accomplishment if their ideas come to pass, and even if they do not for some reason, kids should still feel free to voice their opinions. In any case, these situations strengthen their will to work more and give it their all.

Powerful ways to empower employees

Contrary to popular belief, boundaries strengthen team members rather than limit them. Establish the parameters for an employee's decision-making autonomy. You grant them permission to act in this way. Allowing a customer support representative to spend up to 20% of a customer's yearly costs on keeping them satisfied, for instance, empowers the representative to resolve issues without needing to speak with a manager. Pay close attention to the details. Too many supervisors attempt to influence

staff members to say what they want to hear. "Tell me we will hit our sales target." This is absurd. It is considerably wiser to pay close attention to what the truth is telling you, then adjust your conduct accordingly. Way of communicating opinions plays a vital role as they can make or break a

conversation as well as trust of the employees.

The most effective managers can get exceptional work out of regular people. You will have to wait an eternity for a team of superstars. Find out what makes each person unique. Look for more effective ways for people to assist one another. Bring individuals together so they can help and inspire one

another. Then have complete faith in these alliances and the teamwork. Praise for the work. Put more effort into your work than talent. In the long term, talent is not nearly as significant as work. Praise for effort also encourages people to grow and learn, as opposed to concentrating only on the one or two

things that are easy for them.

Gain credibility. Being there for a worker in good times is simple, but what about when they're in bad? Too many businesses destroy their workers during hard times. Layoffs are unacceptable. It is a terrible practice to cut off the bottom 10% of your workers every year. Hire no one unless you are prepared to stick by them through good times and bad. Gaining the trust of your staff also helps you cultivate their extraordinary perseverance and loyalty. Pardon errors. You are not reaching high enough if your team isn't making mistakes. However, punishing errors will promote unduly careful conduct. Make it obvious when a mistake is acceptable and when it is a mission-critical transgression. Example: While it's acceptable to experiment with different advertising strategies and find they don't work, it's never acceptable to use deceptive or fraudulent advertising. Give employees their time. While it's not always possible to grant employees their desired salary, you can usually grant them more time. This encompasses time for education and experimentation.

Real life example (TATA Company)

Remarkably, Tata Steel introduced an internal AI-powered application system around a couple of year ago that let employees to apply for different company initiatives and upload their personal profiles, much to LinkedIn. According to Sanyal, it is similar to an internal gig-working platform where users can explore any kind of job within the organization. He also claims that as the platform grows in intelligence over time, it will be able to recommend mentors and show off employees' accomplishments. Our company, which is diversified and employs a wide range of individuals, began developing forward- thinking practices about four or five years ago. Satellite working, sabbaticals, focused learning leaves, mother's leaves, and paternity leaves were among the benefits we offered.

Conclusion

Employee creativity, imagination, and entrepreneurial behaviour are fostered by empowerment. The corporate climate of the twenty-first century necessitates both employee and leadership empowerment. In fact, for an organization to be effective, an empowering organization prioritizes employee engagement, appropriate knowledge, and autonomy. This essay examines empowering leadership and employee empowerment. According to the review, empowerment includes a shared mindset, organizational support, awareness and understanding of the incentive system, as well as knowledge and learning. Additionally, it was determined that the following five traits support successful employee empowerment: a sense of competence, a sense of self-organization, a sense of effectiveness, a sense of significance or meaning, and a sense of trust in other people. A few employee empowerment strategies are highlighted in the review, including management commitment and leadership, communication, employee inclusion, rewarding systems, clearly defined goals, managerial strategies, training, authority delegation, dual committee formation, a sense of trusteeship, employee suggestion schemes, and interactions with top executives. Empowering employees has been shown to improve customer satisfaction, productivity, job satisfaction, organizational commitment, employee performance, and business growth.

Recommendations

Authentic motivation among employees is impacted by leaders who empower. On the other hand, a high level of empowerment may be damaging to the productivity and well-being of employees. The review makes it clear that for an organization to succeed, both employee and leadership empowerment are required. Consequently, the study makes the recommendations: Supervisors should give employees the proper balance of authority, information, and incentives to motivate them to work better. It is recommended that managers offer their staff members opportunities for training and development to enhance their proficiency and capacity to manage demanding tasks.

Opportunities for training and growth will motivate them to participate in the organization. It is imperative for managers to grant employees autonomy and input within the company, as this can enhance their self-esteem. Employers ought to embrace a participative management approach in which task-responsible staff members participate in the decision-making process. Support, acknowledgement, and opportunity are essential for managers to give staff members because they encourage people to invest time, effort, and energy in reaching the organization's objectives.

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