**Leadership Strategies**

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**Analysis of Leadership Strategies**

As Ohemeng et al. (2018) observed, effective leadership requires the employment of strategies that make the employees more comfortable and productive. One of Maryann's core reasons was how the new CEO was treating her. On several occasions, Doug had brushed her off when she tried to talk to him about pressing matters in the firm. Doug remained autocratic in his daily operations, a concept that may have affected Maryann.

As a result, Doug was forced to undergo numerous leadership strategies to save his skin and save his poisoning. One of the leadership strategies utilized in mitigating the situation included leaders engaging with the employees. Under this concept, leaders have the opportunity of persuading and convincing their juniors to adopt a particular concept, especially point the benefit the strategy or the idea has to the firm and their growth. However, this time Doug had employed this concept, trying to persuade Maryann about dropping her resignation.

**Other Strategy Recommendation**

**Flexibility**

Doug also utilized the concept of listening, as a leadership strategy, by meeting the VPs individually. Under this strategy, leaders pay attention to the workers and the workers' ideas in general. Previously Doug had taken less interest in listening to the junior employees. As a result, the leader has an honest opportunity to listen to different employees' ideas. Doug employed listening skills as part of the leadership skills positively, despite having undermined most of the firm's employees. His initial concept of brushing off employees had reduced the interaction between the workers.

Additionally, they had also seized contributing to the firm's development, especially considering that Doug had utilized the concept of running the firm on his own. However, having employed listening, he could obtain pressing ideas from the workers by encouraging them to talk. However, he could note that most of them were not as loyal or honest as he had expected.

**Sustainability**

Business sustainability is the coordination of financial, social, and environmental concerns to ensure that a business follows ethics and responsible for its actions that led to success. Additionally, sustainability in a firm helps meet our demands without compromising others to meet the demands. Doug had been meeting his needs without considering the others in the firm. Fortuga Artisans is on a free fall when it comes to sustainability, especially considering that key members of the firm, such as Maryann, among the other vice presidents (VP), had resigned. As Chukwusa (2018) outlined, authoritarian leadership reduces the coordination between workers and managers since leaders tend to dictate most of the rules. As Alonso- Almeida et al. (2017) noted, there is little discussion about the firm's growth and the leadership styles in many firms, causing harmful changes. On the contrary, Doug's action to meet with the employees reveals that the firm had not fully met the concept of sustainability since their attitude reflected what Maryann had observed and experienced.  
**Effective Change Management**

Changes in the firm are one of the concepts that propel the organization's growth and morale. Leaders employing this concept should have a definitive structure of operating effective changes in the firm. According to Di Mauro et al. (2018), effective management provides a blueprint of construction, which helps measure consistent business environment differences. Leaders should have a well-structured concept of changes. For instance, When Peter Fortuga resigned, he did so with a handful of female vice president. However, when Doug took office, a change in the VP sector saw replacing the vacancies with male vice presidents rather than following the firm's traditions. As a result, these changes demoralized Maryann and other workers.  
**Further Organizational Goals**

Fortuga Artisans' goal is to become the leading company in interior decor production, which has come under great completion. Despite the competition and the challenges of expansion, the firm is fighting to retain and motivate its employees. Maryann has been guaranteed a job offer, which is paying almost double what she had been earning. As a result, this has pushed the firm to consider employees' well-being and job satisfaction as one of its top priorities and part of its long-term goal of reshaping the firm. The firm's new objective should be designated on training leaders in different ways of handling the employees. The essence of this concept is to reduce the potential possibilities of losing more staff members to the competitors, who are well-structured in training and promoting their staff.  
**Strategy Implementation Process**

Peter Fortuga was a charismatic leader, especially considering the success he had brought to the firm. His legacy is still in the firm's roots, a concept that many employees had adopted. As a result, Doug should utilize the idea of charismatic leadership, as opposed to autocratic. The majority of the employees had contributed to the firm's growth in numerous ways, a concept that has not been acknowledged by Doug. As a result, Doug needs to adopt the idea of charismatic leadership. Charismatic leaders have the potential opportunity of motivating junior employees, a concept that will help the firm meet its goals and retain more skilled employees. Leaders are responsible for transforming the firm by offering practical leadership skills and training, which can help win the employees' loyalty. Maryann decided to take the opportunity since AmerArt, was a preferable competitor, with greater emphasis on its employees.

**Justification of Evaluation and Recommendations**

Despite Doug's success in his previous profession, he has provided mixed leadership skills in the quest of leading Fortuga Artisans. His incompetent management skills have been brought under questioning and even forcing some of the employees to resign. As a result, the firm must adopt different management strategies and effective management changes that benefit the employees.

One of the recommendations concerning leadership skills involves the concept of participatory management. Peter Fortuga demonstrated this concept when he was handing over. He had never brought the opinion of many skilled employees to the table, an idea that fostered teamwork and motivated workers to pull out their creativity. As a result, Doug should emulate similar leadership skills to govern the firm rather than autocratic leadership.

Lastly, Doug has little consideration when it comes to gender equality and how other employees feel. Replacing the female vice presidents with a male candidate was a wrong move not only to the firm but also to the employees. This indicates that he has less to care about gender equality. As a result, this diminishes the employees' morale. Therefore, he should have replaced the vacancies with female candidates or even recruit from within to fill the vacancies.

**References**

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