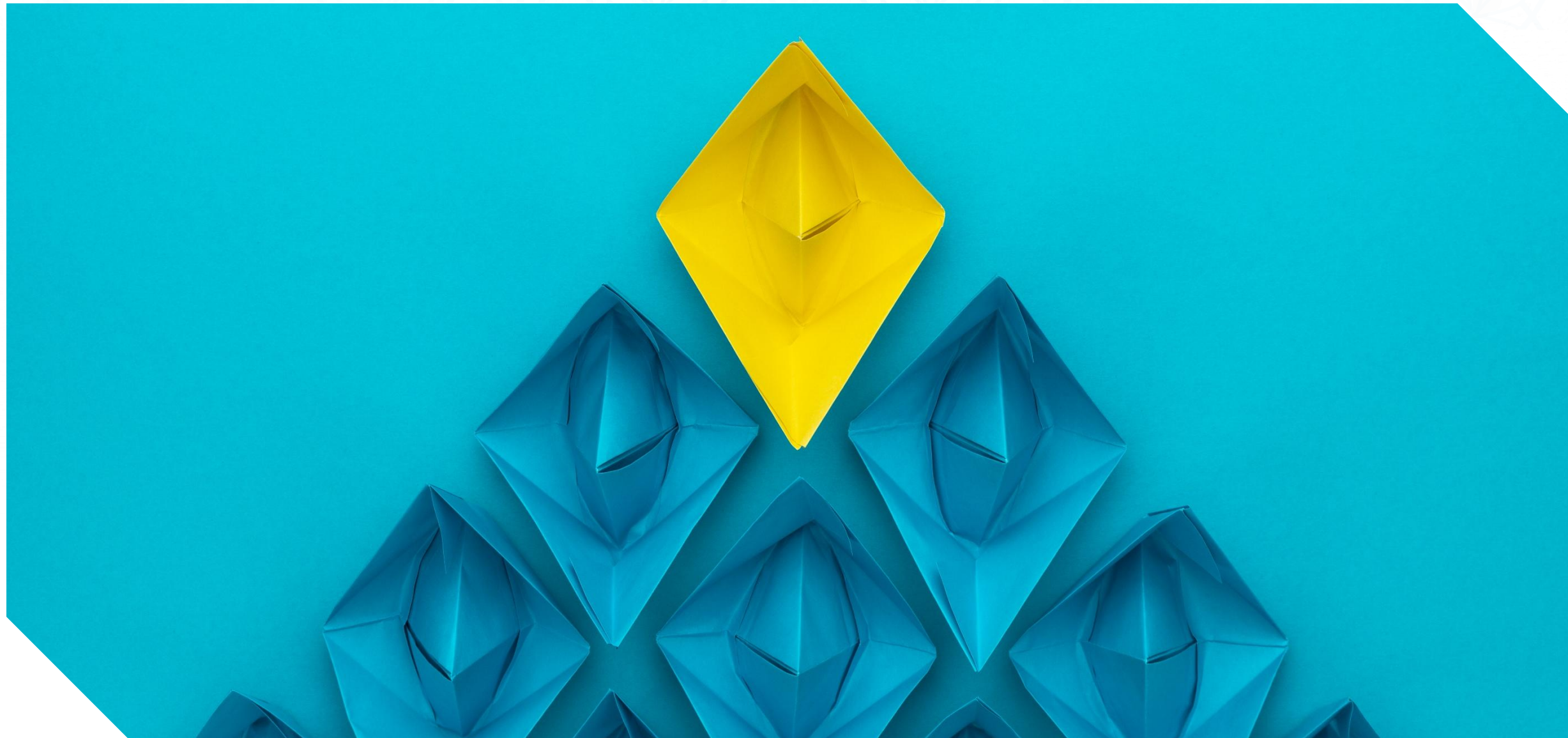




# Leadership



## What are we going to learn today?

- Meaning of Leadership in Fiqh Fatemi
- Meaning and Purpose of Leadership in Business
- Key Qualities of Effective Business Leaders
- Major Leadership Theories
- Role of Emotional Intelligence
- Real world scenarios – Leadership behaviors
- Application of leadership skills in personal and business situations

الداعي الاجل سيدنا عالي قدر مفضل سيف الدين اقطاع فرماوے چھے۔

تو امیر المؤمنین پہلی چیز سونہ فرماوے چھے کہ "طلبت الرياسة فوجدتها في طلب العلم والتقوى" ، میں یہ  
رياسة نے۔ leadership نے۔ طلب کیدی تو منے رياسة کہاں ملی؟ کہ علم نے طلب کروا ما انے تقوى  
راکھوا ما ، یعنی علم طلب کرسوا انے تقوى راکھسو تو رياسة خود بخود ملي جاسے ، ايوے چیز موکي نے  
رياسة حاصل نہیں تھائی ،

## Meaning of Leadership in Fiqh Fatemi

خدا تعالیٰ قرآن مجید ما علم طلب کرنا رانے تقویٰ را کھنار نی ذکر کرتا هو افر ماوے چھے۔

يَرْفَعِ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ

فحوی - جر سگلا ایمان لاوے چھے انے جر نے علم طلب کرے چھے، یر سگلا نا درجات نے خدا تعالیٰ رفع کرے چھے،

إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَنْتَأَكُمُ

فحوی - تحقیق تما را سگلا ما زیادہ کرامتہ والا خدا نا نزدیک وہ چھے کہ جر زیادہ تقویٰ را کھنار هوئی،



# Meaning and Purpose of Leadership in Business

**Leadership** refers to the ability of an individual to **influence, motivate, and guide employees** towards achieving **organizational objectives**. Unlike management, which focuses on planning and control, leadership emphasizes **vision, inspiration, and behavioral influence**.

## Purpose of Leadership

To provide clear direction and vision

To motivate and inspire employees

To improve organisational performance

To manage change and uncertainty

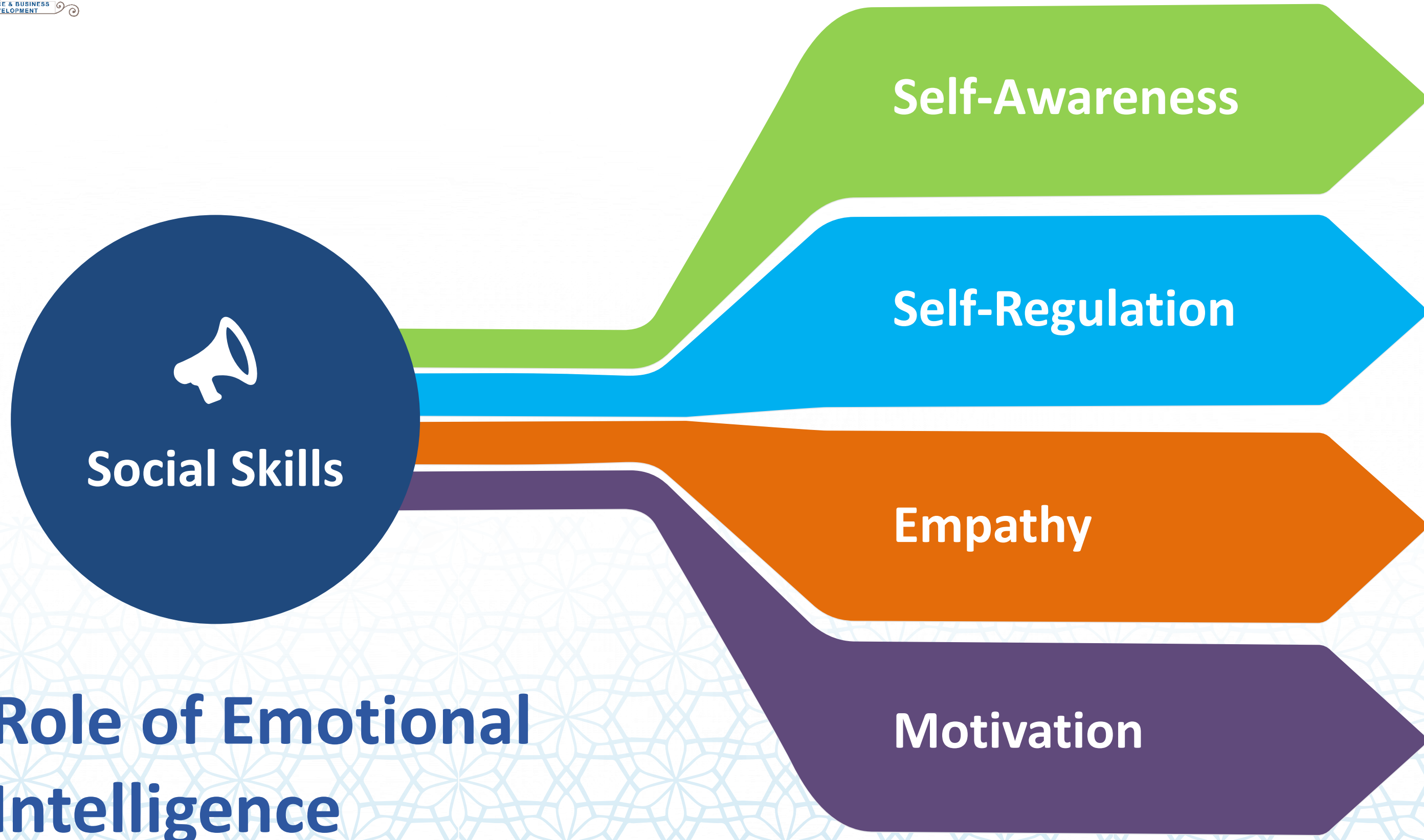
To build effective teams

# Key Qualities of Effective Business Leaders



# Major Leadership Theories





# Role of Emotional Intelligence

# Real world scenarios – Leadership behaviors



## Mala's Fruit Products – Crisis during COVID-19

During the COVID-19 lockdown, Mala's faced a sharp decline in demand.

Leadership shifted focus from beverages **to jams, ketchup, and sauces**—daily-use pantry products with steady household demand.



## Howard Schultz – Starbucks Crisis

Starbucks faced declining sales and brand dilution due to rapid overexpansion, reduced coffee quality, and loss of the original café experience during the global financial crisis.

Howard Schultz returned as CEO and took bold, visible decisions:

Closed 7,100+ U.S. stores for a day to retrain baristas on coffee quality and customer experience.

Shut down underperforming stores and reduced costs.

# Leadership Traits



**FUTURE VISION**



**EXPLORING**



**REACHING SUCCESS**



**MANAGING FAILURE**



**DECISION MAKING**



**INTEGRITY**



شكرا لحسن استماعكم