

## Leadership by love as A Method for success the leaders in the organizations

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**Abstract:** This research aims to study the basic elements that lead to success of leadership by love through the study of dimensions that contributes to achieve leadership by love related to the conduct of leader behavior towards dealings with subordinates from all psychological, accepting social, emotional, appreciating, spiritual and philosophical aspects of the subordinates, love, affection, respect, being Altruistic, being Open, giving, growing, valuing, and trust and relationship between the leader and subordinates to achieve the goals of the organization and subordinates and thus reflect positively on the success of the organization and its development, also increasing the productivity of workers and job satisfaction, leadership by love aims to feel the social responsibility towards society, country, citizen and customer.

The study, through studying the results of previous research and theoretical literature, reached a set of results, which was that leadership by love plays a major role in increasing the productivity of workers and achieving psychological and employment satisfaction for subordinates more than material incentives such as respect subordinates, solve their psychological, social problems, involve them in decision-making, planning and setting goals. Also achieving mutual trust between the leader and subordinates, as well as the participation of workers in social and personal interests, love, affection, respect, being Altruistic, being Open, giving, growing, valuing, Considerate in social, cultural, religious and ethnic values, and paying attention to subcultures.

The researcher recommends paying attention to leadership with love, because it is beneficial for the leader, followers, organization and the community

**Keywords:** leadership by love, Leader, Organization

### 1. Introduction

Human relations in organizations are vary horizontally and vertically, the relationships are different. There are functional, administrative, social and emotional relations, and two types of relationships: the formal relationships that emerge from the formal organization in which workers committed to duties and responsibilities, lines of communication, relationships, and informal relationships that depend on personal, social and friendships, leaders at all levels must pay great attention to informal relations in organizations, also the goals of formal and informal organization must be identical and match, and thus reflect positively on achieving the goals of the organization and employees.

There are many kinds of leadership in organizations, dictatorial leadership, whose application has become very limited in contemporary organizations, and there is democratic leadership, transformational leadership, strategic leadership, situational leadership, and management by objectives, we will focus in this research on important type of leadership that some leaders do not care and realize about it, which is called leadership by love, Japanese interested in leadership by love, also Islamic leaders, which depends on personal and social characteristics that leaders deal with the subordinates and which are based on cooperation and commitment.

(handelwal and Mehta, 2018) said that the topic of leadership, and in particular the issue of leadership with love, many researchers and leaders of organizations interested in leadership with love as behavior of the leader, the conduct of the leader, and his interaction with the subordinates play a major role in the success of the leader and organization, the leader's traits of character strength, technical ability, charisma, and Subordinates respect, listening to them, solving their social and material problems, and paying attention to developing and developing the career path of subordinates, all these factors are helping the success of the leader, satisfaction of the followers, and the success of the organization as a whole.

(Dierendonck & Patterson, 2015) Said Globalization and changes of external environment, political, economic, security, competitive environment, where leaders of large organizations and multinational organizations are concerned with leadership in love regardless of race, religion, culture, language, gender, sect or geographical boundaries, especially in multicultural organizations. This study attempt to identify the role of leadership by love in success leader and organization.

### 2. Objective of study

This study aims to identify the importance of leadership by love as one of the successful leadership styles that achieve the goals of the organization and subordinates, provide job satisfaction for workers and meet the psychological and social needs of the followers, in a way that reflects positively on the organization and social

responsibility towards society, achieving customer satisfaction and benefits of the state, and the citizen, and clarifying the elements and principles of leadership by love.

### 3. Important of the study

The significant of the study comes from the importance of the title of the study, Leadership by Love and its role in the success of leadership, focusing on the concept of leadership by love, principles, elements of leadership by love, and the contribution of related studies that dealt with the role of leadership by love in the success of leaders in their organizations and trying to connect the role of leadership by love in achieving the goals of the organization, employees and achieving job and psychological satisfaction for employees.

### 4. Theoretical frame work

#### Concept of leadership by love

Leadership is the ability to motivate and effect the subordinates, and utilizing the energies of workers towards achieving the desired goals with effectiveness and enthusiasm in the organization. Ward (2020)

Kathleen Sanford, author of the book "Driving with Love," wrote "The failure of modern theories and their applications is due to the failure of their approaches, lack of credibility, and tenderness.

The purpose and direction of the loving leadership is the giving that elevates the worker, raises their performance, refines their behavior, and increases their interaction, leadership with love is the way of creativity, innovation, balance, and achieving the general interest of the leader.

Leadership with love is the correct entry point for building integrated, balanced, and flexible institutions with principles and ethics, and accordingly, leadership with love is based on the leadership role of the worker, and raising the level of commitment and participation in decision making, setting goals, and its importance in maintenance of social capital.

**Types of leadership by love:** Sanford (1998) mentioned five types of leadership by love:

#### First: organization love

The organization for the leader is like the family, home and the mother, the leader's love for his organization comes from understanding its mission and believing in its goals and values, and educating the workers to understand the organization's mission, vision, and the workers must share this love.

#### Second: employees love:

The love of subordinates at different functional levels is a prerequisite for the success and development of the organization, as workers need respect and care, knowing their psychological and social needs, solving problems, developing their capabilities, developing their career path and participating in social events.

#### Third: customer love:

Instinctive leadership, customer love and service are the most important for business prosperity, where love is reflected in efficiency, customer love is one of the business values and one of the elements of institutional conscience.

#### Fourthly: Community love

Loving the community and social responsibility is one of the elements of leadership with love. The organization's love for the community is represented by preserving the environment and taking into account the customs, traditions, values and culture of the community.

#### Fifth: The leader's love himself

A leader who respects and loves himself does not find it difficult to lead and take care of himself and subordinates, there are many types of leader's love for himself is moral love that is devoid of selfishness, love of ownership and control, and self-love.

### 5. Sort of leadership by love

Smith (2019) wrote four types of leadership with love:

1. **Love the mission and purpose of the organization.** Leaders must be understanding the mission, and has the ability to achieve the goals by sharing subordinates

**2. Love the clients they serve.** Love customers means performed all the customers need, meeting their needs and desires and providing them at the right time and place.

**3. Love their employees.** Respecting and appreciating subordinates and meeting their psychological, social, material and moral needs, and their participation in decision-making and goal setting.

**4. Love their jobs.** Job love means the desire and ability to perform the work with sincerity and dedication to achieve the goals of the organization.

**Ways to Show Love for your Staff:** Cuellar (2018) said love staff means: Show appreciation, offer encouragement, be understanding and flexible when possible, but have firm boundaries, have a listening ear, keep the lines of communication open, train rather than criticize, offer support in times of overwhelm, ask how they are doing, and really mean it .

Khandelwal and Mehta (2018) said they are thirteen foundational of leadership by love:

### 1. Accepting

A successful leader accepts all employees regardless of their position and at all levels, sympathizes with everyone, treats them well and is sympathetic to them.

### 2. Appreciating

Appreciating the workers for their efforts is an essential element in love of the workers. There is a great correlation between appreciation and love. Examples of appreciating subordinates are praise, courtesy, highlighting positives, admiration, liking, praise, applause, pride.

### 3. Being Altruistic

The trait of altruism is one of the qualities of a successful leader, altruism means concern for subordinates, lack of self-interest, moving away from selfishness, tolerance, trust, helping others and providing assistance to them. Examples of altruism are sacrifice, thinking about others, enduring difficulties and providing psychological comfort to workers.

### 4. Being Humble.

Leaders are distinguished by humility and value everyone, successful leaders do not criticize or harm employees, give credit to others, admit their mistakes and say sorry. Examples of humility include acknowledging the contributions of others, accepting mistakes and apologizing, and treating everyone equally.

### 5. Being Human

Love workers is an innate thing, The leader treats workers with humanity, treats followers humanely, and takes into account their psychological and social conditions.

### 6. Being Open.

Leaders listen to others, observe the external environment, open to the external environment and changes outside, welcome everyone, communicate with everyone.

### 7. Being Authentic

Leaders love authenticity and negotiation, and do not use force or punishment except when necessary. Authenticity is related to honesty and integrity, actions rather than words, they live in reality, honest, characterized by courage, initiative and always ahead.

### 8. Giving

Leaders do not want to own, love to give and participate and spread knowledge, science, experiences, information, so that they are available to workers, leaders work for them like fun, play and rest, and they involve subordinates in making decisions.

### 9. Growing

Leaders are interested in training and development of employees, encourage subordinates to research and learn, and interested in the employee's career path, examples of employee development, improvement, development, excellence, progress, communication

### 10. Setting Free

The characteristics of leaders is tolerance and they do not desire punishment, great leaders love their subordinates, treat them with dignity and humanity, and trust the workers. Examples of tolerance include forgiveness, apology, trust, abandonment, forgetfulness, and forgiveness

### 11. Taking Action

Leaders are distinguished by their love and devotion to work, they accomplish tasks and tasks on time, and are distinguished, energy, high activities.

### 12. Treating Equal

Treat employees equally and fairly, and dealing with subordinates with dignity and respect. Examples of equality in dealing include justice, respect, integrity, transparency, and democracy.

### 13. Valuing

Leadership with love looks at things positively, appreciates everything, values the actions of subordinates, and creates things of value and meaning. Examples of this include treating workers as sons, brothers, family, resolving conflicts and problems facing workers, improvement and development.

### Importance of leadership by love

The importance of leadership by love comes from all healthy relationships, based on love, consider the fact that employees who feel love perform better. This performance results in higher engagement, higher engagement means increased productivity and profits, leadership with love; the highest and most sublime kind of leadership, greatest leaders who achieved for humanity the wells of good and light, It is necessary need for organizations, especially in crises and disasters.

### 6. Related study

**Study** (Khandelwal and Mehta, 2018) proposed thirteen fundamental principles, the study suggested (13) basic principles related to leadership with love (valuing, treating equal, taking action, setting free, growing, giving, being authentic, being open, being human, being humble, being altruistic, appreciating, accepting) Study Caldwell & Dixon (2010) The study aimed to clarify the concept of love, and that love is the responsibility of the leader in all organizations, encourages creativity, innovation and inventions. Miller (2006) Talk about the scarcity of research in the field of leadership with love, this study aimed to clarify the psychological, social, emotional and philosophical elements to enhance and succeed in leadership with love. Study (Williamson, 1992) aimed to identify the impact of leadership with love on the success of leaders, the results showed that workers desire love, and it affects affiliation, productivity, job satisfaction and contributes to the success of the organization

### 7. propositions

The researcher suggested the principles and elements that contribute to leadership with love and related to the behavior of the leader towards the followers:

#### Proposition 1:

Leadership with love is respect, appreciation, participation of subordinates, training them, taking care of their career path, meeting their psychological and social needs, developing and developing workers, communicating with subordinates, benevolence for them, motivating them, providing justice, love of society, caring for customers and loyalty to the organization, as well as the leader's love for himself.

**Proposition 2:** Leadership with love caused by Love as expressed in its psychological, respected, valuing, growing, giving, Appreciating, accepting, emotional, spiritual and philosophical forms.

### 8. Conclusion

Leadership with love is the correct approach to building integrated, balanced and flexible institutions with principles and ethics, and therefore the full pillar of leadership with love is based on the leadership role of workers and raising their level of participation in planning, implementation, evaluation and decision-making, and on the social dimension and cultural values of institutions and their importance in the maintenance of social capital.

Finally, I can firmly say that leadership with love in our institutions must flow in all directions and at all levels. There is no real, correct and sound leadership without love.

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