**Democratic (Participative) Leadership Theory for Google**

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A leadership theory dictates how manager operate day-to-day operations of an organization, how they interact with their subordinates among others. There are a myriad of theories such as contingency theory, behavioral theory, great-man theory, management theory, participative theory (also known as democratic theory), power theory, laissez faire, and relationship theory. These theories have significant effect on company performance, employee morale and company loyalty, relationships among employees etc. in this paper we will discuss Google llc and a leadership theory that I think would be relevant to it.

Google is a multi-technology company involved in various technological and internet services and products. It is a multi- national organization that has provided employment for millions of people all over the world. Google has proven time and again to be one of the trend-setters in technology. Every person in the modern world has probably used a google product at some point in their lives if not daily. Google is one of the top five firms that deal in tech, growing in innovation and acquisition of other technological organizations. It is growing greatly and is only just beginning. Google offers various products and services ranging from a search engine, streaming sites, mobile phones, messaging platforms, navigation and mapping services, productivity tools and even operating systems production. To lead this large of an organization is no easy task. A world-class provider of internet, cloud-computing, artificial intelligence, hardware and software products, and advertising services. It is essential to use a fitting leadership style that will ensure productivity, innovation, exponential growth, and success.

A leadership theory I selected for the Google llc co-operation is the democratic leadership, also known as participative theory. This theory encourages the leader to start a conversation where workers will put in their input and the best course of action is taken as a result. Google has multiple employees and one of the most crucial elements of a healthy work environment is the ability of the workforce to influence decisions affecting them. Gastil defines a democratic theory as one that doesn’t over-emphasize on authoritarianism but instead focuses on distribution of responsibility, empowering the members of the organization and communal decision making that involves all members (Gastil, 1994). Woods then emphasizes the necessity of differentiation between democratic leadership and distributed leadership. He points out that a democracy is guided by ethical rationality and decisional rationality (Woods, 2004). Democracy’s guiding principle is the advancement of truth, socially, increasing the possibility. This leadership theory requires alternation between tight and loose structural frameworks giving controlled freedom for creativity while ensuring productivity.

The reasons I landed on democratic theory as the appropriate leadership theory for google llc is the positive impact of this theory on employee morale, increased quality of the end-result etc. a close competitor would have been the laisse faire theory of leadership where workers have almost complete freedom on their tasks. This although being conducive for an innovative company would however limit uniformity within the organization. Leaders in this theory are considered part of the team and thus the end goal is enjoyed by all the participants. The openness in decision-making ensures that innovative ideas are heard and considered and even used, giving the employees a sense of respect and belonging. The large number of employees in google could pose an issue whereby some employees may feel left out or irrelevant. Democratic theory gives a voice to these employees. Additionally employees tend to feel more in control of their destiny within the company. Participation in decision making has been known to lead to increased company pride and loyalty among employees. This in turn will lead to a boost in productivity among workers (Hendricks, 2014). The democratic theory treats members as part of the company as opposed to just being means to an end. These among other reasons that will be expounded within this paper justify why the participative theory would be the best leadership theory for google llc.

I reviewed several literatures on the democratic theory to determine the dynamics of it and how it would be beneficial to the company. Amanchukwu discusses that a democratic theory in leadership is one of the most ideal when input is a necessary aspect (Amanchukwu, 2015). Google in itself is not a thinking entity and coming up with ideas and solutions is up to the workers. The more ideas, the more likely to come up with the most beneficial solution. This participative theory ensures diversity and creativity in project operations. She also affirms the success of the democratic theory in increasing collaboration and enthusiasm among workers. It can be deduced that this would lead to better employee and company performance in the long term.

Rustin elaborates the intricacies of democracy ranging from political aspects of its presence in organizations. He carries on to explain the benefits of democratic theory in creating a network- based organization as opposed to a hierarchical organization. He confirms the importance of autonomy of members within an organization. The impact of this would be to place the task of organizational survival and success on all members and not just the leaders. This would have the effect of increasing organizational power and longevity. He continues to say that one of the most impressive side effects of democratic theory is its impact on creativity and innovation. Employees under this leadership theory have more freedom as opposed to more authoritarian theories. This benefits them while simultaneously benefitting the company. Another argument of his is that democracy builds loyalty and motivation which are valuable characteristics to look for within an employee. Google has to ensure their employees are significantly motivated to do their work. In addition, they should be loyal to the company to validate its continued growth and success (Rustin, 2012).

Vangen discusses the benefits of collaboration among leaders and employees within an organization. He insists that it is key for individuals involved to achieve satisfaction from a task and furthermore the individuals should gain from their involvement. Democratic theory fulfills all these requirements by guaranteeing satisfaction; their input is considered and even applied to projects and beneficence from their involvement with achievements such as promotions etc. (Vangen, 2003). Collaboration is a major part of democratic theory. The leaders involvement to achieve the common goal with their employees leads to better results that are pleasing to most if not all. Google leaders should collaborate with the employees in order to create lasting impact on them and their performance.

Factors that make google the perfect subject for democratic theory application in leadership are: first google is an innovative company which means that new ideas are the oil that helps its engine run. Democratic theory encourages input from employees thus the ideas will, most likely never run out, which will keep the company on top of the innovative game. Secondly, google employs millions of people and each sector will contain very many individuals, each with their own opinions and views. A democratic theory type of leadership guarantees that their opinions are heard; this may result in company loyalty. Google employees are creatives in their respective fields. The participative theory gives these employees space to explore their creativity with minimal limitation. As google values creativity, the democratic theory of leadership would be beneficial. It should not be ignored that google is an organization with cultures, guidelines and ethics thus the employees, though free to expand their creative horizons, have to work within them. The approval of ideas and suggestions using the democratic theory ensures that non-compliant ideas are modified or cancelled as necessary. Google values growth and development of their employees in their specific fields. A democratic theory leadership style ensures that the employees grow within their careers by granting promotions and other rewards to individuals that show potential and initiative. Google has to make decisions on what products to roll out, design decisions to make among many other decisions. Leaving all these to the leadership would cause a strain and result in non-satisfactory output. A democratic- style leadership reduces the workload by involving the employees in decision making. This would objectively result in the most desirable outcome. These among several other aspects of google would make the democratic theory style of leadership the most feasible for google llc.

**Impact of democratic theory**

First, we will address the impact of this leadership theory on managers’ behavior toward the subordinates and its effect on the subordinates. This theory relieves the managers from excessive decision-making work, and allows for them to involve the subordinates in the process. This gives the manager a better outlook on the employees’ views and ideas. Their behavior toward the subordinates will as a result be collaborative as opposed to authoritarian. This will in turn positively impact the subordinates, giving them a sense of belonging, cultivating company loyalty, boosting their confidence and increasing their sense of duty toward the company.

Secondly, we have communication. The leaders pose a question or prompt to the subordinates and ask for feedback. This signifies great communication within the organization. Democratic theory will facilitate an almost seamless communication channel within google llc. The managers will not be intimidating and the employees will not be afraid to communicate their needs and ideas as a result of the openness created.

Another element that this theory will impact is subordinate motivation. Subordinates will be highly motivated as their input gets attention. They feel valued and thus will feel compelled to work harder. Subordinates that come up with winning ideas get promotions and rewards thus encouraging innovation and general improvement in their performance. The lack of animosity toward their superiors ensures their motivation to work is greater as a result of the good relationship between them and their managers.

Group and team behavior is another element boosted by this leadership theory. The interaction between the subordinates and the managers will cause a growth in team spirit. All ideas having equal opportunity to be expressed improves interpersonal respect among the workers and their. Viewing the manager as a member of the group will boost co-operation and collaboration within google llc.

Decision making will be impacted by this theory greatly. Google has many decisions to make per day. Leaving all these decisions to managers would lead to overworked cranky managers who make poor decisions. With democratic theory, these decision- making tasks are simplified after being delegated. Decision- making by a group leads to better decisions that promise longevity and relevance. However the decision-making process may take longer than it would have without the subordinates’ involvement. Google has a wide user base with diverse backgrounds. The diversity of the subordinates will lead to more fitting decisions.

Culture is the way a group of people interact and do things. A democratic theory type of leadership will create a culture of collaborative team work and co-operation. This is as a result of company loyalty and employee value instigated by the leadership style. The unity and mutual respect among leaders and their subordinates creates a community with similar goals. The culture cultivated in google by this theory will be that of united decision making, innovation, creativity, acceptance and collective beneficence.

In conclusion the google llc will greatly benefit from the democratic theory leadership style due to its various elements like multiple employees, large number of decisions to be made, innovativeness and creativity, employee development and improvement goals etc. that make it subject to this type of leadership. They will benefit from better decision-making strategies, highly-motivated employees that are loyal, better interpersonal communication between subordinates and managers, team spirit among the staff and a wonderful company culture. A successful company is one that involves the employees as important parts of the company instead of tools to achieve a purpose. Google’s employees will be able to comfortably be innovative and creative in their task in a welcoming environment. Google will in turn benefit from an endless pool of ideas from loyal employees. I would highly recommend this leadership theory for the managers in this co-operation.

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