

ABSTRACT

Title: Employees' Perception of Leadership Styles: A Case Study of Swimming Sport Facility

Objectives: The main objective of this bachelor thesis is to find out the perception of leadership style of employees in a selected swimming sports facility. A secondary objective is to make recommendations to the management based on the results that describe the current situation in the company that could lead to an improvement in the employees' perception of leadership style.

Methods: The bachelor thesis is based on mixed research, combining qualitative and quantitative research methods. Specifically, it is an anonymous electronic survey that combines open and closed questions. As a complementary research method, an informal semi-structured interview with the company's management was used in order to learn about the current situation of the company's management and leadership style.

Results: Qualitative or quantitative data analysis applied to open or closed questions from the electronic questionnaire revealed results that describe employees' perceptions of leadership style. Overall, the leadership style is perceived positively by employees in the company. Based on the descriptions of various leadership styles, the swim instructors related the current situation to transactional leadership, with some employees perceiving this style of leadership to be brief and would appreciate more communication with company management. The view of the managers is different, the informal semi-structured interview revealed a perception of the leadership style through the eyes of the managers as transformational leadership.

KEYWORDS

Management; people management; leadership; motivation; swimming instructors