EIGHT UNIVERSAL LAWS OF LEADERSHIP:

A CASE OF HIGHER EDUCATION

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ABSTRACT

The eight universal laws of leadership have been worldwide accepted as well as in the United States and many advance countries. In modern organizations, it is imperative to understand these eight laws that contribute to business success: maintain absolute integrity, know your staff, declare your expectations, show uncommon commitment, expect positive results, take care of your people, put duty before yourself, and get out in front. Certainly some of these laws are more importantly than other laws. The purposes of this study were to identify what laws of leadership were true and most important from the perspective of who were working at the higher education policy and management level and why? In order to search for the answers for this research, a mixed method of both quantitative and a qualitative research techniques were utilized. A total of 400 samples was interviewed by using survey questionnaire and 15 informants was selected from a variety of higher education organizations. The findings revealed that all of eight universal laws of leadership were important and necessary for higher education organizations of Thailand. However, the "maintain absolute integrity" was selected as the first and foremost universal laws of leadership.

Keywords: Leadership, Universal Laws, Success, Higher Education

Introduction

The eight universal laws of leadership have been very popular and worldwide accepted both areas in military leadership and business leadership. It is the belief that leader with good leadership must be grounded in the following eight law of leadership (Cohen, 2010). The first law is "Maintain absolute integrity". Leadership is, in fact, a trust between leader and followers. This law is about ability to keep your words, be highly principled, choose the harder right ways of principles and choose to do the right things no matter what. The second law is "Know your stuff". Leader is good of what they do and have the right knowledge and skills. Learn from every experience. This law refers to the importance of knowing your people, team, business, industry, and never stop learning. The third law is "Declare your expectation". Leader must promote what is his or her strategy and willing to take feedback and adjust strategy as needed. This law means to get your expectation clear, and to make your expectation know to both your subordinates and your superiors. It is important to promote and implement your plan, listen to feedback and be faithful to your expectations. The fourth law is "Show uncommon commitment". Leader must show the real focus and never deviate from it. This law means to never deviate from the goals and target. Focus on the target and follow the plan until you succeed. The fifth law is "Expect positive results". Visualize success constantly, in fact, think positive achieve more and get better results than negative thinking. This implies the vitality of developing your self-confidence and become

positive thinking and enthusiasm. The sixth law is "Take care of your people". Learn about the needs of your people and taking care of them. This law refers to the importance and necessary of taking care of your team as well as be responsible to the welfare of your team. The seventh law is "Put duty before self"'. For strong leader, mission must come first. This law implies that good leadership need to focus on mission and objectives before self. The priority should be on the success of organization. Finally, the eight law is "Get out in front". Leader always needs to be upfront where the actions are. This law refers to go where the action is and be a good example of leader, and be willing to do anything to succeed.

Research Methodology

In order to find the answers for the research questions, the researcher applied a descriptive design to study the eight universal laws of leadership and organization effectiveness in the campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. In this study, it aimed to establish the relationship between the eight universal laws of leadership with organization effectiveness. The population of this study comprised all of the staff members, faculty members, and management members of Suan Sunandha Rajabhat University. This study adopted the Yamane sampling formula (1979) to determine the sample size. A total of 400 sample size was used for distributing the survey questionnaire. The data was collected by using a standardized questionnaire comprising the eight universal laws of leadership. There were three parts of questionnaire. The first part was about the demographic information. The second part required the respondents to rate the extent to

which they believed that each universal law of leadership influenced the campus organization effectiveness. The third part asked respondents to provide their comments and opinions.

For research tool and data analysis, the questionnaire was edited for completeness and consistency and the design of the questionnaire by using the Likert Five scales for the important process of data collection and data analysis. Test of content validity and reliability of this study were conducted to ensure to pass the basic requirements of IOC and Cronbach Alpha of the minimum value of 0.70. In terms of practicality, there was a pre-test of questionnaire to test the understandable and the easiness of comprehension of the questionnaire. Statistical analysis was conducted to test the mathematical expression for the regression model was used to obtain the level of relationship of each variables. The linear regression model can be expressed in the mathematical expression.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \varepsilon$$

Where Y is the independent variable representing the organization effectiveness, α is a constant in the model or the intercept of each of X variable.

From the model, while ε is the error term, whereas, X1, X2, X3, X4, X5, X6, X7, and X8 are all eight independent variables representing eight universal laws of leadership which included Maintain Absolute Integrity, Know Your Stuff, Declare Your Expectation, Show Uncommon Commitment, Expect Positive Results, Take Care of Your People, Put Duty Before Self, and Get Out in Front respectively.

Findings

Table1: Regression Coefficient of Eight Universal Laws of Leadership

Variable	Expression	Coefficients	P-value
Intercept	α	7.896	0.000*
Maintain Absolute Integrity	β_1	0.907	0.024*
Know your Stuff	β_2	0.654	0.012*
Declare Your Expectation	β_3	0.712	0.001*
Show Uncommon Commitment	β_4	0.728	0.021*
Expect Positive Results	β_5	0.749	0.041*
Take Care of Your People	β_6	0.665	0.034*
Put Duty before Self	β_7	0.723	0.037*
Get Out In Front	β_8	0.714	0.036*

*Statistically significant at 0.005

From the process of this research study and data analysis, the important values were obtained. Therefore, the regression model can properly be expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \varepsilon$$

$$Y = 7.896 + 0.907 X_1 + 0.654 X_2 + 0.712 X_3 + 0.728 X_4 + 0.749 X_5 + 0.665 X_6 + 0.723 X_7 + 0.714 X_8 + \varepsilon$$

Therefore;

Student satisfaction = Y = 7.896+ 0.907Maintain Absolute Integrity + 0.654Know Your Stuff + 0.712Declare Your Expectation + 0.728Show Uncommon Commitment + 0.749Expect Positive Results + 0.665Take Care of Your People + 0.723Put Duty Before Self + 0.714Get out in Front + ε.

At 5% level of significance, all eight variables, Maintain absolute integrity, Know your stuff, Declare your expectation, Show uncommon commitment, Expect positive results, Take care of your people, Put duty before self, and Get out in front, were statistically significance since p-value were below From the research findings, positive effects was found on all the eight laws of universal leadership with regression coefficients of 0.907, 0.654, 0.712, 0.728, 0.749, 0.665, 0.723, and 0.714 respectively. First, these findings suggest that a unit increase in "Maintain in Absolute Integrity" factor, taking all the other variables constant at zero, would result to a 0.907 increase in the organization effectiveness. Second, the findings suggest that a unit increase in "Know Your Stuff" factor, taking all the other variables constant at zero, would result to a 0.654 increase in the organization effectiveness. Third, these findings suggest that a unit increase in "Declare Your Expectation" factor, taking all the other variables constant at zero, would result to a 0.712 increase in the organization effectiveness. Fourth, these findings suggest that a unit increase in "Show Uncommon Commitment" factor, taking all the other variables constant at zero, would result to a 0.728 increase in the organization effectiveness. Fifth, these findings suggest that a unit increase in "Expect Positive Results" factor, taking all the other variables constant at zero, would result to a 0.749 increase in the organization effectiveness. Sixth, these findings suggest that a unit increase in "Take Care of Your People" factor, taking all the other variables constant at zero, would result to a 0.665 increase in the organization effectiveness. Seventh, these findings suggest that a unit increase in "Put Duty Before Self" factor, taking all the other variables constant at zero, would result to a 0.723 increase in the organization effectiveness. Finally, eighth, these findings suggest that a unit increase in "Get Up IN Front" factor, taking all the other variables constant at zero, would result to a 0.714 increase in the organization effectiveness.

These findings further indicated that "Maintain in Absolute Integrity" contributed most towards the organization effectiveness and followed by "Expect Positive Result", "Show Uncommon Commitment", "Put Duty Before Self", "Declare Your Expectation", "Take Care of Your People", and "Know Your Stuff". However, all universal laws of leadership were highly rated by the respondents of Suan Sunandha Rajabhat University and therefore the university cannot ignore any factor or any law of leadership as they influence the organization effectiveness at different level.

The findings from the qualitative research method revealed that the majority of the focus group believed that the top three important law were "Maintain Absolute Integrity", "Show Uncommon Commitment", and "Take Care of Your People". The reason behind this is that bad person cannot be good leader. The majority of the respondents agreed that integrity is important for leader and leadership and it influenced the effectiveness of the organization. Therefore, leader must be a person with high integrity and with the focus or uncommon commitment. Moreover, leader must be able to take care of their subordinate with this reason is in the Thai culture that leader must take care of the people and the people will take care of leader as well.

Conclusion

This research study tried to link the eight universal laws of leadership with the effectiveness of organization. By using the case of Suan Sunandha Rajabhat University which was the number one university of all Rajabhat Universities of Thailand. The result of this study found the positive link of all variables of the eight universal laws of leadership with effectiveness of organization at different level. However, it was obvious that the law of "Maintain Absolute Integrity" was considered the most important due to the highest contribution to the organization effectiveness.

Acknowledgement

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