

**LEADERSHIP AND PROJECT PERFORMANCE:  
A CASE STUDY OF MEDIA DEVELOPMENT PROJECT, RWANDA**

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**ABSTRACT**

The study focused on assessing the impact of leadership on project performance with special emphasis on Media Development Project (MDP) in Rwanda. This study was carried out to achieve the following project objectives; To identify leadership factors that have an impact on project on the MDP, to assess the leadership characteristics of project management in MDP, to examine the skills (general and interpersonal) needed for successful MDP leadership, to find out the type of training project managers receive in preparation for project leadership in MDP, to assess the extent to which the beneficiaries satisfied (efficiency and effectiveness) with the media development project. The study focused on media development project in Kigali City of Rwanda. The project has been in existence since 2010 and thus the coverage will be from 2010-2011 and provided a sufficient timeframe to assess the aforementioned impact. This required ascertaining leadership characteristics, beneficiary satisfaction, leadership skills (interpersonal & general) and leadership factors inherent. All research studies ought to follow a specific design (methodology). The ensuing projects followed a combination of descriptive & case study design because there was need for respondents including candid description of events, issues and phenomenon in their natural setting as they perceive them while case study will provide a concentration on specific project (MDP) so as to have an in-depth understanding. The target population was 110 persons and unknown stakeholders from the project. These were sampled using both purposive and structured questionnaire that were self administered. Data was by descriptive statistics, i.e using Likert Scale to measure extent of benefits, a leadership skills employed determine mean for average views of respondents. The analysis was based on objective by objective. This project gives a detailed picture of the findings of the study starting with the socio-demographic characteristics, the chapter provides to the reader with the distribution of respondents by gender, their level of education, their experience in the media industry as well as the role played in their respective projects. Further, it discusses the skills required for leaders to successfully manage their projects and which level they should be regarding interpersonal skills, trainings and recommendations for a project to be successful.