STRATEGIC LEADERSHIP IN ACHIEVING THE QUALITY OF THE WORK ENVIRONMENT THROUGH LEADERSHIP INTELLIGENCE AND CREATIVE PLANNING FOR SENIOR MANAGEMENT IN THE FACULTIES OF PHYSICAL EDUCATION AND SPORTS SCIENCES

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Abstract

The research problem was represented by the question of strategic leadership in achieving the quality of the work environment through leadership intelligence and creative planning among senior management in the faculties of physical education and sports sciences. The human domain represents the members of the councils of the faculties of physical education and sports sciences in the universities of Iraq, and the temporal domain from the period (1/5/2021 AD) to the period (15/9/2021 AD), and the spatial domain in the colleges of physical education and sports sciences in Iraq. The analytical descriptive approach was used due to its relevance to the nature of the research problem. The research community consists of members of the councils of the faculties of physical education and sports sciences in Iraq, which are (23) colleges and departments in Iraq except for the Kurdistan region. The research sample was chosen by the intentional method, and their number is (113) members. They make up the entire study population by 100%. The sample was divided into two parts, the first for the scale-building procedures and the second for the purpose of applying the scale as follows: - First: the scale-building sample: the adult Their number is (63) members, with a percentage of (55.75%) of the research community. Second: The application sample: It included (50) and their percentage amounted to (44.24%) of the research community. The researcher used the (SPSS) system for statistical information.

Keywords: strategic leadership; leadership intelligence; Creative planning.

Introduction and the importance of the research:

Today, we are witnessing many rapid developments and different technologies, in light of the multiple changes, as a result of the information and communication technology revolution and various crises, all of which threaten educational

institutions in their survival and continuity, which made them suffer from facing the challenges, threats and difficulties they face, in terms of how to keep up with them, and ways to adapt. With it, which requires finding modern ways to replace the old traditional methods and procedures, with the availability of appropriate and flexible means to respond to them, which made educational institutions seriously think about finding more efficient and more appropriate leaders with this age away from traditional leadership.

And that these rapid and multiple changes forced the administrations of educational institutions, if they wanted to survive or maintain their position, to speak in one language, which is the language of the times, the language of change, and to bring about radical changes in their leadership methods, and to search for modern creative ways, by focusing on the human element. , which is the essence of the administrative process, by creating the appropriate administrative environment, and in order for it to become far from steadfastness and stability, and more in need of change and modernization, so that it can maximize the benefit of the available opportunities on the one hand, and on the other hand avoid the risks, challenges and threats generated by the movement of this The environment, and within this approach, the subject of development and change has become the main issue for those interested in the science of management, and it has become the central goal of many of these institutions, as it has made it a project for its continuity and growth, in a way that guarantees it the inevitability of keeping pace with developments in the environment, so it is necessary to develop these institutions to keep pace with the rapid changes around them And that the planned and organized effort managed by the senior leadership in the management of the institution, to increase the effectiveness and efficiency of the institution and ensure its excellence in performance, through planned intervention In the operations of the institution, employing all sciences, knowledge and modern technologies.

Strategic leadership is the product of the strategic mind, and it is the implementation of leadership intelligence, based on intuition, seeing the environment, and creative abilities in different ways, than what others can see, even those who look at it on the basis of strategic information. The various administrative and technical activities in a changing competitive environment, looking at the strategy as a pattern of activities based on strategic information for the preparation of strategic plans, represented by the traditional vision of the strategy, which depends on stability and constancy, and is suitable for the stable

environment, but it is not suitable for the changing environment. It is the most aware activity within the organization, and the competition outside it, so the organizations that gain a strategic vision about their future will be more likely to be successful.

Here the importance of this research lies in the fact that it deals with a new dimension, which has not yet received sufficient attention from the researchers, which is to identify the strategic leadership of the senior management in selection, preparation and guidance for administrative operations in educational institutions, in contrast to what previous studies have tended to. The strategy is the link between human resources in the institution, and its future plans and perceptions, and interaction takes place through it in all management and leadership concepts and strategies. Developing, improving and employees through training as one of the most important resources in the organization, in addition to the fact that employees take the strategic leader as a role model for them. The strategic role of administrative leadership, and the extent of its impact on developing the skills of senior management in achieving a work environment environment oF high quality. The research problem was represented by the following question: - What is (strategic leadership in achieving the quality of the work environment through leadership intelligence and creative planning among senior management in the faculties of physical education and sports sciences).

- Research methodology and field procedures:

Research methodology: In order to achieve the study, the analytical descriptive approach was used due to its relevance to the nature of the research problem, and as defined by (Al-Agha : 1997) as "the approach that deals with the study of existing events, phenomena and practices that exist and are available for study and measurement as they are without the researcher's intervention in their course and the researcher can interact with them He describes and analyzes them, and thus it is characterized with the nature of the subject of study. Where the recognition of (strategic leadership in achieving the quality of the work environment through leadership intelligence and creative planning among senior management in the faculties of physical education and sports sciences).

- **Research community and sample:** The research community consists of the faculties of physical education and sports sciences in Iraq, which number (23) colleges and departments in Iraq except for the Kurdistan region, so the research

sample was chosen by the intentional method, for members of the council of faculties of physical education and sports sciences, being concerned with the degree The first is the subject of the research, and the most capable of dealing with the variables of the study, and the number of them is (113) members, and they constitute the entire study community by 100% for the faculties of physical education and sports sciences in Iraq. :-

First: The scale construction sample: - It included a number of teachers of physical education and sports sciences, who numbered (63) members, with a percentage of (55.75%) of the research community.

Second: the application sample. Scale: - It included (50) teachers of physical education and sports sciences, and their percentage reached (44.24%) of the research community.

-**Tools,** devices and methods used in the research:

Arabic sources and references and personal interviews, where the researcher conducted a set of personal interviews with a number of experts and specialists to collect information related to the current study and the international information network (the Internet) and the questionnaire form. The researcher built the scale that pertains to the subject of her research.

Main research procedures:

Measures for building the scale: - on (strategic leadership in achieving the quality of the work environment through leadership intelligence and creative planning among senior management in the faculties of physical education and sports sciences). When building the test or questionnaire and how to link the units of the questionnaire to measure the total aspects of the skill, trait, or ability), the researcher seeks to build a measure of strategic leadership in achieving the quality of the work environment with leadership intelligence and creative planning for senior management in the faculties of physical education and sports sciences, including It is compatible with the scientific foundations from which the subject of her research was launched.

Determining the phenomenon to be measured: - The phenomenon to be measured should be identified, and its concept and boundaries should be completely clear, and the phenomenon that the research aims to measure is the strategic leadership in achieving the quality of the work environment with

leadership intelligence and creative planning for senior management in the faculties of physical education and sports sciences.

Determining the style and foundations of formulating statements: The researcher relied in formulating domains and phrases on the triple Likert method, which is one of the common methods of measurement.

Presentation of domains and phrases to the arbitrators: The scale was prepared in its initial form and contained (30) phrases divided into three domains, where the first domain is represented by (strategic leadership with (11) phrases) and the second domain is represented by (leadership intelligence (11) phrases). And the third field represented by (creative planning (8) phrases).

Scientific basis for the scale:

Scale validity: The concept of validity is one of the most important basic concepts in the field of tests and measurement. There are several types of validity, and the researcher relied on verifying the validity of the questionnaire through the following indicators:

First - The validity of the arbitrators: This type of validity was achieved when the researcher presented the scale, its domains, and its expression to a group of experts to approve its validity and estimate the extent of the measurement of each statement, and thus all domains and expressions were accepted.

Second - Constructive Validity: He defines it as (constructive validity is one of the most appropriate types of validity for constructing scales because it depends on empirical verification of the extent to which the degrees of expressions correspond to the characteristic or concept to be measured). (Sarmad : p.42: 2003) The researcher verified the validity of the construction in the scale of her current research through the following indicators:

1- Internal consistency coefficient (truthfulness of statements): The correlation of the degree of the statement with the total score of the scale is an indicator of the validity of the statement, and it is an indicator of the homogeneity of the statements in their behavioral measure, so the correlation of the degree of the statement with the total degree of the current scale means that the statement measures the same concept that the total score measures. (Stanley & Hokins : p111 : 1972), and the researcher worked on using Pearson's simple correlation coefficient between the scores of the sample members on each statement and showed their total scores on the research scale to extract the correlation between

the degrees of the phrases with the total score of the scale, and it showed that the values of the correlation coefficient for all the scale phrases Significant at the error level (0.05), which indicates the homogeneity of all phrases. As shown in Table (1).

Table (1)
shows: the internal consistency of the strategic leadership scale

phrase number	correlation coefficient	indication	phrase number	correlation coefficient	indication	phrase number	correlation coefficient	indication
1	0.933	Moral	11	0.959	Moral	21	0.836	Moral
2	0.930	Moral	12	0.943	Moral	22	0.831	Moral
3	0.933	Moral	13	0.842	Moral	23	0.951	Moral
4	0.938	Moral	14	0.850	Moral	24	0.963	Moral
5	0.955	Moral	15	0.938	Moral	25	0.951	Moral
6	0.969	Moral	16	0.950	Moral	26	0.960	Moral
7	0.925	Moral	17	0.968	Moral	27	0.940	Moral
8	0.868	Moral	18	0.918	Moral	28	0.931	Moral
9	0.917	Moral	19	0.916	Moral	29	0.850	Moral
10	0.842	Moral	20	0.951	Moral	30	0.868	Moral

2- Stability of the scale: Among the statistical methods for determining the stability coefficient are:

The split-half method: the researcher relied on the data she obtained from (63) members of the strategic leadership scale, which included (30) statements, and divided the scale into two parts (the first) includes the degrees of individual statements, and (the second) includes the degrees of even statements. The simple correlation coefficient was calculated Pearson, and reached (0.813), but this value is the stability coefficient of half of the test, so the value of the stability coefficient must be corrected in order for the test as a whole, so the researcher used the Spearman-Brown coefficient in order to correct the correlation coefficient, and thus the stability of the questionnaire became (0.899). His adoption.

Cronbach's alpha method: The researcher used it according to the opinion of (Al-Aqili, Al-Shayeb, p. 282, 1988), as the stability was extracted using the Kornbach equation method on the building sample of (63) members using the statistical bag (spss). high.

The final application of the scale: After completing the construction requirements and procedures for the scale, it is now ready for application and consists of (30) phrases. On (7/20/2021 AD), where the researcher emptied it and monitored all the information contained therein in preparation for statistical treatmentStatistical **means:** The researcher used the (SPSS) system for statistical information.

3. Presentation, analysis and discussion of the results:

Presenting, analyzing and discussing the results of the first domain: (strategic leadership). The arithmetic mean, percentage weight, and ranking will be calculated for each of the domain phrases in the scale. Table (2) shows this:

Table (2) It shows the arithmetic mean, percentile weight, and ranking for each of the scale expression

sequencing	Strategic leadership	Arithmetic mean	Weight percent	arrangement
first domain	ferries			
1	Adopting methodologies and managing a system of performance measures to reach excellence	2.76	%92	Third
2	it has creativity in planning, following up on business, and developing a successful business strategy.	2.56	%85	Fourth
3	Distinguished in the development of means of communication and human relations to ensure increased motivation towards work.	3	%100	First
4	Adheres to the principles of integrity, responsibility, entrepreneurial spirit, creativity and quality.	2.33	%77	sixth
5	it has competence in resolving conflicts and disputes between individuals and groups	1.55	%51	tenth
6	Rely on corporate communication.	2.22	%74	seventh
7	Achieving the best business results through strategic leadership excellence.	1.73	%57	ninth
8	Applying the concepts of quality, creativity and excellence.	2.88	%96	the second
9	It implements strategic plans systematically and scientifically, according to the highest standards of excellence.	1.52	%50	eleventh
10	It is keen to apply modern methods in follow-up by exception - follow-up with results - invisible follow-up).	2	%66	eighth
11	Deepening leadership skills in different business environments with excellence and quality.	2.55	%85	Fifth

4. The researcher will discuss the highest and least two results statements at the level of each domain of the scale as follows:

First: Discussion of the highest and lowest results of the phrases at the level of the first domain:

1- The third phrase ranked first with a weighted average (3) and a percentage weight (100%) of the research sample responses. The researcher attributes this to the fact that the strategic leadership in the College of Physical Education and Sports Sciences has an open and flexible mentality, with a focus on solutions, not The problems themselves, as they have high communication capabilities, and training capabilities in the field of building human relations, through the use of various means of communication, (personal interviews, meetings, committees, telephone, seminars, letters, notes, reports, magazines, periodical publications, regulations), and how to deal with and employ them in accordance with the nature of the work, is another task of strategic leadership, and here (Abu Nasser: 2008) confirms that communication is the basic basis for human relations and connections, and that communication is the exchange of information, data and orders between the different organizational levels in the college and between the college and everything that surrounds it in the external environment within which it operates, directly or indirectly and by using one or several means of communication, and that interest in communication among others given the importance of this subject in the development of educational work.

2- The eighth phrase ranked second with an arithmetic mean (2.88) and a percentage weight (96%) at the level of the first field through the responses of the research sample. It is considered one of the main axes that the senior management follows in improving quality, and this was done through administrative follow-up on departments and divisions, good administrative experience among members of the College Council, the ability of some department heads to make decisions and good coordination between the relevant agencies, and a good understanding of internal and external variables And that the leadership of the strategy is aware of the importance of change and possesses a creative development vision, and has the competence that enables it to direct the efforts of workers towards completing the work, according to the specified standards, and in a correct manner, in a way that contributes to achieving the comprehensive quality of all operations in the College of Physical Education and Sports Sciences, so that (Abu Nasser: 2008)

on the need for higher management to adopt quality concepts and give them appropriate priority, and to search for ways to continuously improve business performance. And a focus on applying quality concepts to the stages of work, not just to the final service.

3- The ninth phrase ranked eleventh and last at the level of the first field, with an arithmetic mean (1.52), and a percentage weight (50%), through the research sample responses, and the researcher attributes this to the fact that the faculties of physical education and sports sciences do not apply strategic planning at the level of It is required in a systematic and scientific manner, according to the highest standards of excellence, in order to provide the college with sufficient guidance about what should be the method of its achievements in the future, and helps it to clarify the style and features of thinking for all decision-makers, to predict changes in the internal and external environment, to adapt to them, and to be efficient in the use of available resources. , and the effectiveness of strategic leadership when studying and analyzing the surrounding environment, in order to take advantage of opportunities and avoid obstacles and challenges facing them, as (Sabt : 2014) emphasizes strategic planning as a scientific approach that works to find interaction between the organization and its internal and external conditions through a set of strategic plans Which are developed to achieve the strategic objectives of the organization until it reaches the future, and has the ability to change for the better.

4- The fifth phrase ranked tenth at the level of the first field, with an arithmetic mean (1.55), and a percentage weight (51%) through the research sample responses, as the researcher attributes this to the fact that the strategic leadership in the faculties of physical education and sports sciences has weakness in solving Conflicts and disputes between individuals and groups, as a result of overlapping disciplines and administrative confusion such as conflict between departments in some colleges or between similar disciplines in different colleges, so we must understand the foundations of conflict, so that we can employ strategies to deal with it in the right place and at the right time, and conflict may be Because of the feeling of some employees of defeat and dissatisfaction, the distance between the employees and the college, the predominance of the spirit of suspicion and mistrust between them, the focus of individuals on individual achievements more than the collective achievements, the decrease in team spirit, the deterioration of organizational

performance, the high rate of work turnover, and the ability to solve Conflict in a constructive manner represents a great challenge to administrative success, and the intensity of the differences between individuals increases with the intensity of the differences within the college. different organizational units, within regarding the type of work they do, and conflict between groups occurs, as a result of a number of reasons, including differences of opinion about the correct identification of responsibilities, and limited resources, low official i.e. the existence of a few rules and directives to help prevent conflict, lack of harmony Congruence Perceptions of status, differences in group values and attitudes from other groups.

- Presentation and discussion of the results of the second field: (Leadership intelligence) The arithmetic mean, percentage weight, and arrangement will be calculated for each of the scale expressions. Table No. (3) shows this: table (3)

It shows the arithmetic mean, percentile weight, and ranking for each of the scale expressions

sequencing	Leadership intelligence	Arithmetic mean	Weight percent	arrangement
second domain	ferries			
1	It is keen on the optimal use of available resources and capabilities in a manner that achieves efficient performance.	1.89	%63	tenth
2	Achieves effectiveness in developing work teams and drives for excellence.	2.44	%81	sixth
3	Works to build a spirit of trust between multiple work teams.	1.99	%66	ninth
4	Has merit in creative thinking, enabling, delegating, directing and motivating..	2.2	%73	seventh
5	Characterized by creative competence in problem solving and decision making	2.57	%85	Fourth
6	Keeps pace with comprehensive and continuous change for excellence in performance.	2.88	%96	First
7	it has the merit of distinction in spreading a culture of mutual support, appreciation and concern among employees and between teams.	2	%66	eighth
8	it has a developed leadership thinking based on creativity and innovation.	2.79	%93	the second
9	Capable of facing current and future challenges.	1.59	%53	eleventh
10	Actively contribute to the development of performance.	2.55	%85	Fifth
11	Leadership is characterized by strategic thinking and execution.	2.78	%92	Third

Second: Discussion of the highest and lowest results of the two phrases at the level of the second domain:

1- The sixth phrase ranked first with an arithmetic mean (2.88) and a percentage weight (96%) of the research sample responses. The researcher attributes this to the fact that the strategic leadership in the faculties of physical education and sports sciences works on developing performance by keeping pace with change. Comprehensive and continuous development, by organizing its bases, and coordinating its efforts in order to reach the highest levels in achieving the goals, for which these systems were built. Technology, and the knowledge explosion in various sciences and fields, is a big gap in directing and leading these systems, which have become more accurate than previously, in order to keep pace with these continuous developments. Administrative change and its requirements and its effective impact on improving the performance of the educational staff in the College of Physical Education and Sports Sciences, and here he confirms (Robinson, 2000) that change in its simplest form means the Move from the current situation, in which we live, to a more efficient and effective future situation, and therefore change is that process in which we learn and discover things on an ongoing basis.

2- The eighth phrase ranked second with an arithmetic mean (2.79) and a percentage weight (93%) of the research sample responses. The College of Physical Education and Sports Sciences created new goals for it with its various means and methods, which distinguish it with its original, fluent and flexible thinking. It does not deal with traditional methods, but invents unprecedented methods. Creativity is the only creative element in its development, and this is done through the development of thinking processes. planning, organizing, and oversight over creators and their creative activities, and providing a creative attitude, such as finding mechanisms that help creativity, and investing creative outputs. Intelligent strategic leadership focuses on managing new ideas, concepts, and individual creations, and this process can take place through discovering creators, studying, evaluating, and employing their creativity. At work, with the aim of bringing about sustainable prosperity, as (Jarwan : 1999) emphasizes that creativity is a combination of abilities Preparations and personal characteristics that, if found in an appropriate educational environment, make the learner more sensitive compared to his personal experiences or the experiences of his peers.

3- The ninth phrase ranked eleventh at the level of the second field, with an arithmetic mean (1.59), and a percentage weight (53%), through the research sample responses. It faces it in the general environment, which contains a group of external elements that affect its management as a whole in the long term. A clear and rapid impact on its administration, and thus achieving its goals, and here (El-hout : 1994) confirms that there is a call for a shift from mere educational planning that focuses on the college from within only to open educational planning that focuses on the environment surrounding the college, and from planning as a response Action to prior planning, from planning for what is expected to be to planning for what should be, from planning with specific goals to planning with multiple alternatives, and from steadfast planning to overcoming To change, from planning to correct mistakes to planning to avoid mistakes and making the right decisions and from planning that focuses on doing things right to planning that focuses on doing the right things.

4- The first statement ranked tenth at the level of the second field, with an arithmetic mean (1.89), and a percentage weight (63%) of the research sample responses. The researcher attributes this to the fact that the faculties of physical education and sports sciences are keen on the optimal use of available resources and capabilities. And in a way that achieves efficient performance, but not at the required level, as it has a weakness in the ability to properly employ the available resources and capabilities, and the necessary equipment to carry out the approach allocated to it, which was obtained in this environment, as the available material resources and capabilities are considered one of the basic assumptions in Successful management, and that the attention of smart strategic leadership is focused on creating a state of balance between strategic plans and between the resources and capabilities available at the College of Physical Education and Sports Sciences, to implement those plans, as (Zaidan : 1995) emphasizes the availability of all necessary resources and capabilities, and their good investment in who This is related to the availability of different capabilities and energies, which must be available in order for this type of planning to be adopted in thought, design, practice and application. That the aspects and areas of those capabilities be multiplied, to include financing operations, the availability of regulatory agencies at various levels, and the provision of means, methods, tools and

techniques in various operational locations, so that all aspects and areas are integrated and combined to make the strategic planning process a success .

-Presenting, analyzing and discussing the results of the third domain: (Creative Planning). The arithmetic mean, percentage weight and arrangement will be calculated for each of the scale expressions. Table No. (4) shows this:

Table (4) It shows the arithmetic mean, percentile weight, and ranking for each of the scale expressions

sequencing	Creative planning		Arithmetic mean	Weight percent	arrangement
The third domain		ferries			
1	It works to create a highly stimulating environment and a creative climate for work.		2.2	%73	sixth
2	it has the competence in managing and building work teams in an effective manner that achieves the goals of the college.		2.82	%94	First
3	It motivates work teams to be creative, put forward new ideas, and support innovation and open communication.		2.3	%76	Fifth
4	Achieves alignment between the goals of employees and work teams with the strategic goals of the college.		2.56	%85	Fourth
5	Defines goals and implements standards in strategic formulation with efficiency and distinction.		1.98	%66	eighth
6	It generates ideas for development in a creative way, with training in methods of continuous evaluation and follow-up.		2.67	%89	Third
7	Has the efficiency and ability to deal with rapid change.		2.78	%92	the second
8	Availability of thought armed with skills and knowledge according to the highest quality standards.		2.11	%70	seventh

Third: Discussing the higher and lower results of the two phrases at the level of the third domain:

1- The second statement ranked first at the level of the third domain, with an arithmetic mean of (2.82), and a weight percentage of (94%) through the

research sample responses. Work in an effective manner, to achieve its goals, as the work team is a group of workers with a common goal, possessing different skills that complement each other to achieve the common goal of the team members, and that building work teams is an administrative and organizational process, which creates from the work group a homogeneous, cohesive, interactive and effective unit It is a planned process aimed at forming an integrated, committed group capable of performing certain tasks and achieving specific goals, through cooperative and interactive activities aimed at improving the effectiveness of the work group, through the work method and the members' relations with each other, and here comes the role of strategic leadership in assisting the team by encouraging participation among Employees, developing self-discipline, a sense of responsibility, making sure goals are clear, giving the necessary information, starting to make plans, work schedules and providing the necessary training, and here the team members begin to play their roles. They practice their professional or functional specializations, each in her field, and here (Dessler: 2010) confirms that teamwork is the existence of a group of individuals whose main goal is to participate in information and make decisions that help each of them to perform her work in her own field, and also confirms (Zayed : 2007) It occurs when members of a team coexist to the point of collective responsibility for achieving a goal.

2- The seventh phrase ranked second at the level of the third field, with an arithmetic mean of (2.78), and a percentage weight (92%) of the research sample responses. Here, the researcher attributes this to the fact that the strategic leadership in the College of Physical Education and Sports Sciences has the ability to Dealing with rapid change, due to technology and the information revolution, and the success of any college depends on its ability to keep pace with the continuous changes in the environment in which it operates, especially in today's world that is witnessing intense competition, and this requires the college to possess skills, capabilities, resources, and accumulated experiences that allow It has to deal with competitors in the best ways, so the college has become an urgent need to invest its available core capabilities, and search for new core capabilities to support its plans, hence the core capabilities have been linked to successful and effective organizational changes in the faculties of physical education and sports sciences, and here it confirms (Gallab : 2011) However, technology plays a fundamental and critical role in organizations' orientation towards knowledge management and sharing of information

between parts of the organization or between an organization itself and other institutions or other parties.

3- The fifth statement ranked eighth, with an arithmetic mean (1.98), and a percentage weight (66%) of the research sample responses. Here, the researcher attributes this to the fact that the faculties of physical education and sports sciences do not specify goals, and apply the creation of standards in formulating the strategy. Efficient and distinguished at the required level, as there must be a pre-determination of goals when formulating the strategy within the college, by setting specific, measurable goals on an objective basis, and each worker is responsible for achieving the goals set for her during a specific period of time, and evaluating their performance based on the results they achieved. Here, the strategic leadership must know the power and importance of setting goals, which is allocating sufficient time for planning, in defining the goals of the Faculty of Physical Education and Sports Sciences, to develop the team that it leads and it balances between its various goals, to achieve the best performance, as the success of this direction depends on the availability of Appropriate information, in quantity and quality, appropriate timing and agreement on performance measures, then evaluating the results based on the standards, and holding administrators accountable in light of the achievements made compared to the predetermined goals. (Al-Ajmi : 2008) confirms that the focus of goal-setting is predicting the future, and influencing it more than just responding to events. Achieving the required results according to the set standards.

4. The eighth phrase ranked seventh, with an arithmetic mean (2.11), and a percentage weight (70%) of the research sample responses, as the strategic leadership with creative planning has a thought armed with skills and knowledge, according to the highest quality standards with a rate of (70%), and this The ratio is at a good level, but it is considered one of the weakest expressions at the level of the third domain, and accordingly, strategic leadership, we can summarize its degree at an average level in knowledge, attribute, skill, experience, and the main axis of successful leadership is the leader's goal, capabilities, and group cohesion with and how he leads the group, and that the method of leadership The group has a relationship with the goals to be achieved, as well as with the method of organization and the different circumstances, such as the social and cultural circumstance of the group, and the requirements of these circumstances. Which leads to support, brotherhood, and

understanding, and thus this in turn works to achieve leadership success, as (Al-Sakarna, 2010) asserts that the success of any institution depends on the performance of its mission. It depends on leadership that is specially qualified, and that it has certain qualities that distinguish it from other employees of the institution.

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