

ABSTRACT

Many studies have revealed the survival of contradictions in transformational leadership which adversely impact upon organizational performance. Gulamali (2015) identified transformational leadership as a process where, "one or more persons engage with others in such a way that leaders and followers raise one another to higher levels of motivation and morality". The primary objective of this study was to investigate the effects of Transformation Leadership practices on client satisfaction in Tanzania. The problem is that there is inadequate or unconvincing character of research findings in this area that suggests the need to investigate the effects of the Transformation Leadership practices on the clients' satisfaction in Tanzania. The study is predominantly a descriptive study that adopts the survey study paradigm. A survey study method was chosen. This was chosen to allow for fewer respondents to be contacted, although data from both employees and clients was obtained. The research used questionnaire to collect data prior to analysis. The study found that the extent to which leader's intervention through Idealized Influence using vision, Mission and Inspirational Motivation through team spirit and setting standards affected subordinate performance in the organization. Based on the analysis of the findings, it was revealed that to a larger extent, managers intervened promptly on subordinate performance to increase subordinates' staff morale and team spirit. Further, transformation way of leadership has improved on the employee productivity in the sense that staff are aware of their expectation, how to carry out their duties and taking right action. This has been measured through internal and external client feedback surveyon which the client were also involved in this study. . The study recommends that leaders should express more enthusiasm to staff on what needs to be accomplished and continuously provide employees with an inspiring vision and mission to increase employee efforts in meeting and achieving set organizational goals and objectives Further, the study recommends that Supervisors should to lake risks to attain organizational goals through encouraging and emphasizing on employees learning and development. Supervisors should also talk about interpersonal relations, team cohesion as well as enabling decision-making at all levels of the organization, he sensitive to individual employees' needs, and take into consideration multiple alternatives when making decisions in ensuring customer satisfaction. Further, the study recommends that Organizations should utilize available resources efficiently and employees continually provided with feedback on their performance. Specifically the study recommends: Transformational leadership should be taught to all people at all levels of organization to have a positive impact on the overall performance and ostmer satisfafaction.