**ABSTRACT**

**Objective:** The research is to analyse the theoretical leadership assessment assumptions, to determine the compatibility of managers’ assessment by choosing to implement the quality management system EQUASS (The European Quality in Social Services) in a social service organization.

**Methodology:** Research Methods are based on researchers’ insights, applying scientific literature analysis and synthesis methods, discussing leadership styles and leadership factors, questioning survey leaders’ opinions on participation in implementing quality management system in EQUASS, taking into account leadership style and leadership factors.

**Findings:** The empirical study identified a correlation analysis between leaders’ aspirations to participate in the project *Improving the Quality of Social Services through EQUASS* and the leadership style of these leaders in relation to leadership expression factors. The results of the pilot study have shown that the strongest inspirational motivation factor is judged by the senior manager, senior managers with a high managerial experience, and the result-oriented award-winning factor.

**Value Added:** The attitude of leaders in implementing a quality management system in an organization providing social services, taking into account the style and factors of leadership. Appropriate and effective leadership of the manager can lead to successful employee performance by implementing quality services and helping employees overcome difficulties in an organizational environment by implementing a quality management system.

**Recommendations:** In social service organizations, leadership has its own specificity, because the management’s work is based on the principles of social work focused on satisfying the needs of the service user and aspects of integration into society and modern management principles. Successful leadership is achieved by adapting leadership style to the needs of employees and users, taking into account the circumstances. Leadership style is particularly important in influencing the activities of the members of the organization, the efficiency of their work, creating the right conditions for education and cooperation.