Directing in Management – Principles and Techniques
Objectives

- Have knowledge about Direction and its principles.
- Learn about issuing orders & characteristics of good order.
- Know about the importance and functions characteristics of good order.
- Understand techniques of direction.
Introduction

- Direction is management function performed by the top level officers of management.
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- Every manager gives direction to his subordinates.
Definition

• Haimann: The direction is the process & techniques involved in issuing instructions.
• Koontz and O’Donnel: The direction is the Interpersonal aspect of managing
• J.L Massie: The direction is manager is influenced the actions to his subordinates
Principles of Direction

- Harmony of objectives
- Maximum individual contribution
- Unit of direction or command
- Efficiency
- Direct supervision
Principles of Direction

- Feedback information
- Effective Communication
- Appropriateness of direction technique
- Efficient control
- Comprehension
- Follow through
Issuing orders

- An order is used by management as a tool for direction.
- An order can be issued only by a supervisor.
- The supervisor has right to enforce his orders over his subordinates.
Characteristics of a good order

- Reasonable & enforceable
- A clearly defined order should be easily understandable
- Complete in all respect.
- Exhort willingness & acceptance by subordinate.
- A written order is preferred to an oral order.
- The order should specify time
- An order should be intellectual
Techniques of Direction

- Consultative
- Free rein
- Autocratic
Importance of Direction

• The direction initiates action.
• Co-ordinates group effort
• Ensures maximum individual contribution
• Reduces reluctance to put up with changes in organization
• Provides stability and balance.
• Helps to achieve objectives
Characteristics of Direction

- One of managerial function
- Management initiates action through direction.
- Direction is continuous throughout life cycle of organization.
- The subordinates directed by superiors.
- Subordinates do the things as per original plan.
- Direction creates link between preparatory & control functions.
Summary

• Direction is management function performed by the top level officers of management.
• Direction is telling people what to do and seeing that they do it.
• The principles of directions is Unit of direction, Feedback information & harmony of objectives