



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