

DIRECTING.

* DIRECTING: →

→ Directing consists of the processes and techniques utilized in issuing instructions and making certain that operations are carried out as originally planned.

→ In simple words direction is guiding the subordinates in their work.

x ⇒ The function of direction has three essential components.

[1] Function of Command:

It is the issuing of instructions and order.

[2] Guiding the people: →

It is the responsibility of a manager to guide and lead the subordinates the proper methods of work.

[3] Supervising the people: →

The management has to supervise the subordinates to ensure that their performance conforms to the plans.

* Principles of Direction: →

→ Principles can be divided into two parts:

(A) Order.

(B) Supervision.

→ Order: An order is a command by a superior requiring a subordinate to act or refrain from acting in a given circumstance. It is usually an instruction given by a superior to his subordinate.

CHARACTERISTICS OF A GOOD ORDER.

→ A good order has following characteristics.

(1) The order must be reasonable.

(2) The order must be compatible with policy and the objective of the enterprise.

- The order should be intelligible, complete and clear.
- The tone of the order should be appropriate. It should stimulate ready acceptance.
- It must specify the deadline of completing the instruction.

* TECHNIQUES OF ORDERS: ⇒

→ Following are the important techniques of issuing orders —

- [1] GENERAL OR SPECIFIC ORDERS.
- [2] WRITTEN OR ORAL ORDERS.
- [3] CONFORMALITY.
- [4] TIMING.
- [5] FOLLOW-UP ORDERS.

* SUPERVISING:

→ Supervising is overseeing the subordinates at work. It is an important part of direction for every manager.

FUNCTIONS OF A SUPERVISOR:

- [1] To schedule work for its even and steady flow.
- [2] To assign work to different workers according to their abilities.
- [3] To provide proper working environment to the workers.
- [4] To provide leadership to the workers.
- [5] To elicit their willingness to work for the achievement of the group objectives.
- ⑥ To control the performance of the work.