

DIRECTING

DIRECTING is the process of training, directing, counseling, encouraging, and leading individuals inside an organization to achieve its goals.

CHARACTERISTICS OF DIRECTION:

1. Directing starts action.
2. Directing occurs at all levels of management.
3. Directing is a constant process.
4. Controlling flows from top to bottom.

IMPORTANCE OF DIRECTION:

1. Initiates action
2. Integrates group activities.
3. Motivational Strategies
4. Facilitating Changes
5. Promotes organizational stability and balance.

ELEMENTS OF DIRECTING:

1. Supervision.
2. Motivation.
3. Effective leadership
4. Clear communication

MOTIVATION

Motivation is the process of energizing and inspiring individuals at work to achieve desired goals.

Process of Motivation: It includes the following steps:

1. Unsatisfied needs

2. Tension.
3. Driving
4. Search Behavior
5. Satisfied Needs
6. Reduction in Tension

Features of Motivation: The nature of motivation may be understood by the following characteristics:

1. Motivation is an inner sensation.
2. Motivation leads to goal-directed conduct.
3. Motivation may be both positive and harmful.
4. Motivation is a difficult process.

MASLOW'S NEEDS HIERARCHY THEORY: Maslow classified human needs into five kinds.

1. Basic Physiological Needs.
2. Safety or Security Needs
3. Social, Affiliation, or Belonging Needs
4. Self-esteem Needs
5. Self-actualization Needs

FINANCIAL AND NON-FINANCIAL INCENTIVES.

Financial incentives

1. Pay and Allowances
2. Productivity-based salary incentives.
3. Bonus
4. Profit-sharing
5. Co-partnership/stock option
6. Retirement Benefits.
7. Perquisites

Nonfinancial incentives

1. Status
2. Employee Recognition Programs.
3. Employee Participation.
4. Organizational Climate.
5. Career Advancement Opportunity
6. Job Enrichment.
7. Job Security.
8. Employee Empowerment.

LEADERSHIP is the process of influencing people's conduct to achieve corporate goals.

Leadership styles are behavioral patterns that the leader exhibits in his function as a leader.

Three key leadership styles are:

1. Autocratic Leadership Style
2. Democratic Style of Leadership
3. The laissez faire leadership style.

COMMUNICATION is the process of exchanging ideas, viewpoints, facts, sentiments, and so on between two or more people in order to develop a mutual understanding.

The communication process consists of the following steps:

1. Sender
2. Message
3. Encoding
4. Media
5. Decoding
6. Receiver
7. Feedback
8. Noise.