

DIRECTING



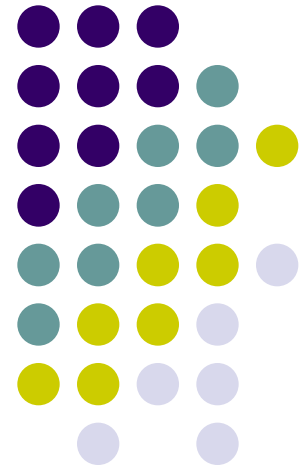
SWRK 4013: Social Welfare Administration

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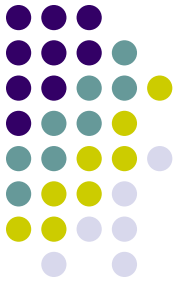
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Directing: Meaning & Concept



- Directing is the managerial function of instructing, guiding, supervising, inspiring and influencing people towards the accomplishment of predetermined objectives.
- It refers to telling people what to do and seeing that they do it to the best of their ability.
- It includes all those activities by which a manager influences the behaviour of his subordinates to secure desired performance from him/her and the team of which he/she is a part.

Directing: Characteristics



- Dynamic function
- Universal function
- Continuing function
- Performance-oriented functions
- Involves human factor

Directing: Characteristics



- It initiates actions
- helps in getting max. out of the individuals
- it integrates individual efforts
- it facilitates change in the organisation
- it ensures stability and balance in the organization

Importance of Directing



Importance of Directing

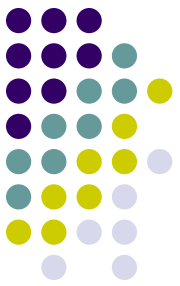
- Direction makes managerial action meaningful
- It initiates actions
- Direction helps in **getting the maximum out of individuals** working in the organization
- It shapes and gives direction to all that happens in the department/organization and **integrates individual efforts**
- It facilitates change in the organisation
- it ensures stability and balance in the org.

Principles of Directing



- Harmony of objectives
- Unity of command
- Direct Supervision
- Managerial Communication
- Individual Contribution
- Strategic use of informal organisation
- Effective leadership
- Appropriate Techniques
- Efficient Motivation - Should be able to properly induce & motivate subordinates to perform
- Follow - through

Elements or Techniques of Directing



- Issuing orders and instructions to subordinates
- Supervising people to ensure that subordinates conform to plans
- Motivating subordinates to strive wholeheartedly in accomplishment of tasks & targets
- Providing leadership to guide & counsel
- Communicating with subordinates to create mutual understanding & team work
- Maintaining discipline & rewarding effective people.

Directing: Orders & Instructions



Issuing Orders & Instruction

- An order or instruction initiates, modifies, guides and terminates activities in the organisation.
- Koontz & O'Donnell refer to an order as a directional technique; an instruction on the other hand is understood to be a **charge (command)** by a superior requiring a subordinate to act or refrain from acting in a given circumstance.

Directing: Orders (Nature)



Orders may be –

- General
- Specific
- formal or informal
- Written or oral

Oral orders may be of 3 types –

- a command
- a request
- an implied order

Directing:

Characteristics of a good order



They must be –

- clear & complete
- reasonable & attainable (achievable)
- compatible with the objectives & philosophy of the organization
- appropriately worded
- time specified
- should follow the chain of command
- face to face suggestions
- able to mould the attitude & thinking of personnel
- depersonalized
- incorporate a policy for constant follow-up
- in **written** form to prevent communication-gap and ensure follow-up

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THANKS

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MAINTAIN PHYSICAL & SOCIAL DISTANCE
THIS IS HOW WE CAN WIN THE WAR AGAINST
COVID-19

