

5. Directing:

Actual performance of subordinates is guided toward common goals of the enterprise.

Directing involves motivating, guiding, and supervising subordinates towards company objectives.

Directing includes:

- Giving instructions to subordinates.
- Guiding the subordinates to do the work.
- Supervising the subordinates to make certain that the work done by them is as per the plans established.

Directing involves functions as:

- Leadership,
- Communication,
- Motivation,
- Supervision.

a) **Leadership:**

- Leadership is to inspire confidence and trust in their subordinates.
- Get maximum cooperation from them.
- Guide the activities of subordinates in organized efforts.

b) **Communication:**

- It is the process by which ideas are transmitted received and understood by others.
- Communication may be verbal or written orders, reports, instructions etc.
- Ineffective communication leads to confusion, misunderstanding, and dissatisfaction.

c) **Motivation:**

- Inspiring the subordinates to do work, or
- To achieve company objectives effectively and efficiently.

d) **Supervision:**

To ensure that

- The work is going on as per schedule and
- The workers are doing as they are directed to do.

6. Coordinating.

- Achieving harmony of individual effort towards the accomplishment of company objectives.
- Coordinate the activities of subordinates
- Regulate their communications.

7. Controlling.

Controlling is the process that measures current performance and guides it towards some predetermined goal.

☛ The process of controlling involves:

1. Observe continuously and study the periodic results of performance.
2. Compare this performance with the present standard
3. Ascertain the exact causes of deviations.
4. Initiate and implement the corrective action.

8. Decision making:

It is the process by which a course of action is chosen from available alternatives for the purpose of achieving desired results.