



## DIRECTING :

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SUBMITTED TO : MOHD. SALEEM SIR



# AGENDA

INTRODUCTION

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IMPORTANCE OF DIRECTING

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BASIC PRINCIPLE OF EFFECTIVE  
DIRECTION

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FUNCTION OF DIRECTION

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# INTRODUCTION :

Directing means giving instructions , guiding , counselling , motivating and leading the staff in an organization.

It helps to create a work environment that allows employees to efficiently perform their duties.

# Directing also involves :

- Telling people what is to be done and explaining how to do it .
- Issuing instructions and orders to subordinates .
- Inspiring them to contribute towards the achievement of objectives .
- Supervising their activities .
- Providing leadership and motivation .

# IMPORTANCE OF DIRECTING :

- It guides and helps the subordinates to complete the given task properly and as per schedule .
- It helps in maintaining discipline and rewarding those who do well.
- Different people perform different activities in an organization.
- It acts as a means of motivation as manager makes use of motivational techniques to improve the performance of subordinates .
- It involves leadership that essentially helps in creating appropriate work environment and build up team spirit.



# BASIC PRINCIPLE OF EFFECTIVE DIRECTION :

- Harmony of objectives
- Unity a command
- Effective communication
- Unity of direction
- Direct supervision

# PRINCIPLE OF DIRECTION :

**Harmony of objective**

Direction should bring harmony between the individual and organizational objectives

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**Unity a command**

implies that each subordinate should receive orders and be accountable to only the superior.

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**Effective communication**

the process of exchanging ideas, thoughts, and opinions so that the message is received and understood with clarity and purpose.

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**Unity of direction**

all activities with the same objective must be directed by one boss, manager, or leader and must use one plan.

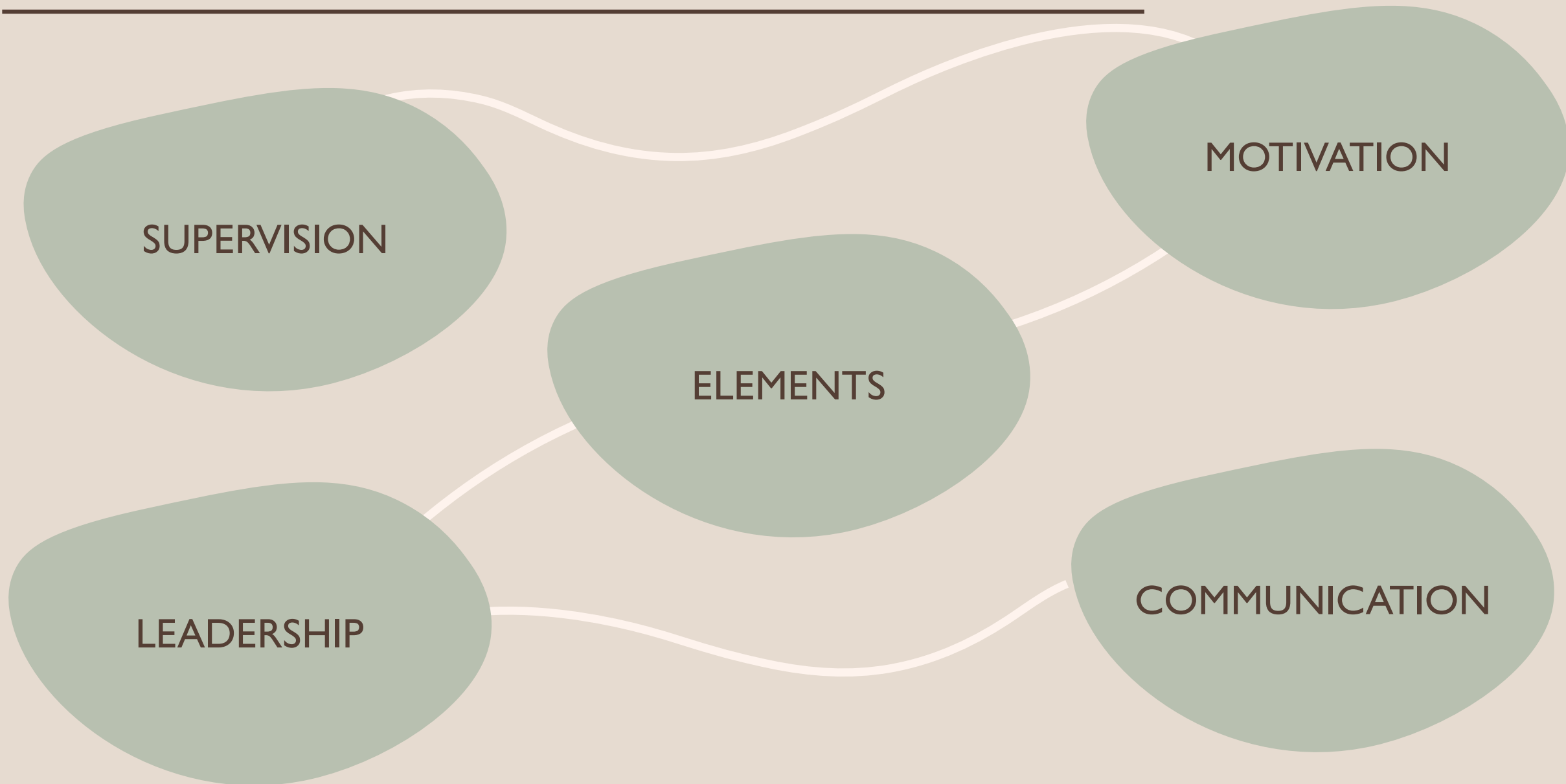
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**Direct supervisor**

a person who monitors and regulates employees' daily performance of assigned tasks.

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# ELEMENTS OF DIRECTION:





# Four elements of directing are :

- SUPERVISION : Act of watching and directing work and workers .
- MOTIVATION : means inspiring , stimulating or encouraging the subordinates with zeal to work .
- LEADERSHIP : guide and influences the work of subordinates in desired direction
- COMMUNICATION : A mutual exchange of facts, ideas, opinions, or emotions between two or more people.

The background features a light gray base with large, organic, overlapping shapes in muted red and olive green. A thin white line outlines a shape on the right. In the top left, there is a faint, stylized illustration of a leafy branch.

THANK YOU