**Coordinating**

Co-ordination is the unification, integration, synchronization of the efforts of group members so as to provide unity of action in the pursuit of organizational goals. It is a hidden force which binds all the other functions of management. Co-ordination is orderly arrangement of group efforts to provide unity of action in the pursuit of common goals.

**Coordination is not really a separate function of management** but in fact it is the essence of management. It should be performed right from the planning stage to the controlling stage. Absence of coordination weakens the effect of authority-responsibility relationships in the organization.

Management seeks to achieve co-ordination through its basic functions of planning, organizing, staffing, directing and controlling. That is why, co-ordination is not a separate function of management because achieving of harmony between individuals efforts towards achievement of group goals is a key to success of management. Co-ordination is the essence of management and is implicit and inherent in all functions of management.

Coordination activates each function of management and makes them effective and purposeful. It helps in achieving harmony among individual efforts for attaining organizational goals. It is present in all the activities of an organization such as production, sales, finance etc. It synchronizes the working of different groups of persons. It helps in reducing time, cost and in increasing efficiency, morale of the employees. It establishes direct contact between the management and the employees.

Thus, coordination:

1. Helps in achieving organizational objectives with minimum of conflict.
2. Provides the required quality, timing, amount and sequence of efforts.
3. Brings harmony in efforts of different departments and individuals

**Features:**

1. Coordination is basically a managerial responsibility. It cannot be delegated to a specialist., It is the exclusive responsibility of the manager. As he has the overall picture of the enterprise, only he is in a better position than others to perform this function.
2. Coordination call for a conscious and deliberate effort on the part of managers at various levels. It cannot be left to mere co-operation among individuals in the organization.
3. Coordination is a continuous process and exercised all the time so that the functioning is smooth and uninterrupted.
4. It is not a distinct managerial function and the exercise of each managerial function involves coordination.
5. Coordination focuses on organizational order, continuity, predictability, accuracy and reliability of outcome.
6. It considers an organization as a system of cooperative group efforts. It recognizes the diversity and interdependence of organizational sub-systems and the need for bringing about fusion, synthesis in the efforts.
7. Its main job is to achieve the organizational objectives.

**Importance of coordination**

1. **Unity of action:** An enterprise has diverse resources; technique, activities etc and they all must be coordinates to bring unity through unity in action.
2. **Increase in efficiency and economy:** Coordination brings efficiency because it is an effort of all organizational members. It also helps to maintain good relation among all levels of management.
3. **Development of personnel:** – coordination helps to obtain information about job, qualities of a job holder which helps to analyze about the potentialities of the job holder and improve coordination system.
4. **Differential perception:** Different people have different perception. When all people are coordinated effectively their effort and power are concentrated to achieve organizational goals.
5. **Survival of the organization:** Coordination helps o harmonize the work resources and physical facilities. When there activities are not harmonized the organization can’t achieve the goal and it can’t survive in the society.
6. **Accomplishment of objectives:** – when the employees , their task and available resources are coordinated, their production will be increased and it helps to accomplish the objectives of the organization
7. **Basis of managerial function:** All managerial functions such as planning, organizing, directing, controlling etc can’t be conducted effectively without communication.
8. **Specialization:** In the absence of coordination in the organization the activities can’t be moved in specialized areas. Therefore, it helps in specialization.

**Means/ techniques of coordination**

1. **Well defined goals**: The first means or technique of coordination is well defined goals. The goals of the organization should be clear and well defined. Each individual in the organization should understand the overall goals. When the goals are not well defined the coordination may not effective.
2. **Sound organization structure:** Coordination is the essence of management. It is not possible without sound organization structure. The authority and responsibility for each and every positions and employees should be clearly defined.
3. **Effective communication:** Coordination helps in creating proper understanding among persons. Without effective communication, coordination may be effective. The ideas, opinions should be interchanged freely. It is only through effective communication that even individual understand his/her limitations, positions and responsibility in the organization. Effective communication helps in coordination. Therefore, it is also an important means of coordination.
4. **Proper leadership:** Proper leadership leads the subordinates effectively and efficiently. A good managerial leader uses the motivational tools to coordinate the employees with effective communication system. In short, coordination is made possible through proper leadership.
5. **Proper supervision:** Supervisors coordinate the subordinates and their activities. Top level management cannot coordinate all employees. In short, proper supervision helps in effective coordination.
6. **Better plans and policies:** Coordination is made according to plans and policies of the organization and departments. When the plans and policies are not better coordination is not effective in the organization.
7. **Cooperation:** Without cooperation, coordination may not succeed because coordination is related to employees and their activities. When they are not cooperative, coordination may not be made. So, cooperation is essential in the organization.
8. **Meeting and conference:** Coordination may be possible when all employees their all activities and departmental goals are involved in organizational planning and policies. Their all problems and matters may be involved. When there is environment of constructive discussion and debate with meeting and conference
9. **Group decision:** The group decision is a decision in which all members of the organization are participated to make decisions. The ideas and feelings are mixed into the decision and coordination may succeed.