

## FUNCTIONS OF MANAGER

Managers perform a wide range of functions to effectively run an organization and achieve its goals and objectives. These functions are often categorized into four main roles or functions, which were originally introduced by management theorist Henri Fayol. The four functions of a manager are:

### **PLANNING:**

**Goal Setting:** Managers begin by defining the organization's mission and objectives. They set specific, measurable, achievable, relevant, and time-bound (SMART) goals.

**Environmental Analysis:** Managers assess the internal and external environment to identify opportunities and threats. This includes a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

**Strategy Development:** Based on their analysis, managers develop strategies and action plans to achieve the organization's goals. These plans outline how resources will be allocated and activities coordinated.

### **ORGANIZING:**

**Role and Responsibility Definition:** Managers assign roles and responsibilities to individuals and teams, ensuring that everyone knows their tasks and areas of focus.

**Organizational Structure:** Managers create an organizational structure that defines reporting relationships and communication flows within the organization. This structure can be functional, divisional, matrix, or a combination.

**Resource Allocation:** Managers allocate resources, including human resources, finances, materials, and technology, to support the execution of the plans.

**Coordination:** Managers ensure that various functions and departments work together efficiently to achieve common goals.

## **LEADING (DIRECTING):**

**Communication:** Effective communication is essential. Managers convey the vision, objectives, and expectations to employees and facilitate open and transparent communication channels.

**Motivation:** Managers inspire and motivate employees to perform at their best. They recognize individual and team accomplishments and provide support and encouragement.

**Team Building:** Managers create and develop cohesive and productive teams by fostering a positive work environment and addressing conflicts constructively.

**Decision-Making:** Managers make decisions to address challenges and seize opportunities. They may use a variety of decision-making techniques, including problem-solving, brainstorming, and consensus-building.

## **CONTROLLING:**

**Performance Standards:** Managers establish performance standards or criteria by which progress and performance can be measured. These standards are often derived from the organization's goals and objectives.

**Monitoring:** Managers continuously track and monitor progress and performance, comparing actual results to the established standards.

**Identifying Variances:** When deviations from the standards are identified, managers investigate the causes of these variances. They may involve gathering data, conducting root cause analysis, and identifying areas needing improvement.

**Taking Corrective Actions:** Once the causes of variances are understood, managers take corrective actions to bring performance back in line with the established standards. This may involve revising plans, reallocating resources, or implementing process improvements.

Effective management involves a dynamic and cyclical process where managers engage in all four functions continually. This process ensures that the organization adapts to changing circumstances, aligns its efforts with its goals, and maintains efficient and

effective operations. The emphasis on each function may vary depending on the manager's level within the organization and the specific context and industry in which they work.