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DIRECTING

Importance of Directing

The importance of directing can be understood by the fact that every action in the organisation is initiated through directing only. Directing integrates people towards achievement of common objectives. Through directing, managers not only tell the people in the organisation as to what they should do, when they should do and how they should do but also see that their instructions are implemented in proper perspective. Very often, this becomes important factor in the efficient and effective functioning of the organisation. The points which emphasise the importance of directing are presented as follows:

निर्देशन के महत्व को इस तथ्य से समझा जा सकता है कि संगठन में हर कार्य केवल निर्देशन के माध्यम से शुरू किया जाता है। निर्देशन लोगों को सामान्य उद्देश्यों की प्राप्ति के लिए एकीकृत करता है। निर्देशन के माध्यम से, प्रबंधक न केवल संगठन में लोगों को बताते हैं कि उन्हें क्या करना चाहिए, उन्हें कब करना चाहिए और कैसे करना चाहिए, बल्कि यह भी देखें कि उनके निर्देशों को उचित परिप्रेक्ष्य में लागू किया गया है। बहुत बार, यह संगठन के कुशल और प्रभावी कामकाज का महत्वपूर्ण कारक बन जाता है। निर्देशन के महत्व पर जोर देने वाले बिंदु निम्नानुसार प्रस्तुत किए गए हैं:

(i) Directing helps to initiate action by people in the organisation towards attainment of desired objectives. For example, if a supervisor guides his subordinates and clarifies their doubts in performing a task, it will help the worker to achieve work targets given to him.

(ii) Directing integrates employees- efforts in the organisation in such a way that every individual effort contributes to the organisational performance. Thus, it ensures that the individuals work for organisational goals. For example, a manager with good leadership abilities will be in a position to convince the employees working under him that individual efforts and team effort will lead to achievement of organisational goals.

(iii) Directing guides employees to fully realise their potential and capabilities by motivating and providing effective leadership. A good leader can always identify the potential of his employees and motivate them to extract work up to their full potential.

(iv) Directing facilitates introduction of needed changes in the organisation. Generally, people have a tendency to resist changes in the organisation. Effective directing through motivation, communication and leadership helps to reduce such resistance and develop required cooperation in introducing changes in the organisation. For example, if a manager wants to introduce new system of accounting, there may be initial resistance from accounting staff. But, if manager explains the purpose, provides training and motivates with additional rewards, the employees may accept change and cooperate with manager.

(v) Effective directing helps to bring stability and balance in the organisation since it fosters cooperation and commitment among the people and helps to achieve balance among various groups, activities and the departments.