Article Side
Role of Management in the success of a business by Annphilip

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An efficient management can run an organization in a well-organized way. Management blends together the 6 Ms, that is men, machine, money, materials, methods and markets to give a final result. The main job of the management is to motivate people and co-ordinate all the work to achieve a companyâ€™s objectives. They will concentrate mainly on increasing the productivity, maximizing the profit and expanding the business. So the success of a company is on the shoulders of a management.

What are the main roles of a manager in an organization? Planning is the major step to achieve the objectives of a business. As a key function in the management, planning occupies the first position in the management process. Just like an individual plan for vacation trips, management prepares work plans to run their business. A business plan generally includes details like production plan, sales plan, marketing plan and future plan. Each level of management will contribute to planning function. In short business planning can be said as a process of foreseeing desired objectives and problems and finding solution for them.

Next to planning is organizing process. In this process, the management will allocate tasks according to employeeâ€™s skills. The organizing function gives the organization a proper structure. This will help to avoid conflicts and helps in the smooth running of the business. A good organizing effort helps managers to utilize resources in a better way.

After recruiting people for each position according to their skills and experience, then comes the directing function. Directing is said to be the heart of the management process. If employees wonâ€™t get proper direction, then the work will remain pending. So, direction can be defined as providing guidance to workers in doing their work. Some philosophers call direction as â€œLife spark of an enterpriseâ€•. To give more explanation to it, we can say directing as a function that guides, inspires, oversees and instruct people to accomplish organizational goals.

Last but the continuous process in a management is the controlling and the coordinating function. Managerial planning results in the framing of the objectives and goals. To achieve these goals, a proper organizational structure is designed. Then people assigned to various tasks and directed to perform their respective jobs. The whole performance of the organization is assessed from time to time to ensure that what is achieved is in conformity with the plans and targets. This is where the controlling function gives its contribution. An organization works properly when planning and controlling functions go hand in hand. The controlling function checks the current performance with predetermined standards contained in the plans and this will ensure the progress and satisfactory performance of an organization.

So an organizationâ€™s performance directly depends on a strong management. We can say management is dynamic in nature. It should be creative and innovative. The survival of an organization depends on the plans and actions taken by its management, so it should be always dynamic. To bring new and creative ideas in business, a management person should keep his ears and eyes open to all new things. This can be possible by watching creative and innovative programs and documentaries on digital television powered by AT&T U-verse Cable, reading books and attending innovative workshops.

Moreover a manger should have some extra abilities like technical expertise, analytical intelligence, and operational intelligence, other than â€˜out of box â€˜thinking. A combination of all these qualities can help a manger to continuously bring creative ideas, new products, improved features for new

products, different marketing strategies and new business expansion plans.

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Annphilip - About Author:
As a freelance writer, Ann is interested in writing about management and the different levels in it. She is also interested in watching talk shows in her home television connected to a AT&T U-verse Cable.

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