

EFFECTIVE MANAGEMENT

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Abstract:

For many entrepreneurs, the last thing you want to worry about (or do) is managing. You want to get out there and meet customers and create awesome products and bring exciting new opportunities through your front door. But unless you've hired a management team to take on the task of managing your people, then you're still on the hook. But being an effective manager is about more than just driving your employees to work harder -- or more efficiently. Forcing employees to work a certain way can breed resentment, even disloyalty, while being too soft can lead to bad habits, laziness or boredom. There's no "right" management style, as each employee and company is going to have an individual perspective

(Key Words: Management, Effective management, Leadership)



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Effective Management

Managers in the workplace have a unique role to play with multiple and continuously evolving responsibilities. They must instill a high-performance mindset while creating a culture whose foundation promotes teamwork and competitiveness for the betterment of a healthier whole. Additionally, managers must touch the business and stay active. More than ever managers must have just as strong of a pulse on the business (internally and externally) as those who are managing it on the front lines. Most importantly, managers must quickly earn trust from their colleagues to inspire team unity and collaboration that is centered on the fundamental principles of loyalty, communication and transparency.

Management is essentially, the organization and coordination of the activities of a business to achieve defined objectives. Organizations that are led by effective managers will experience low turnover, maximum productivity, a high caliber of talent and an increase in bottom-line results. By practicing the essential management keys, the organization will benefit.

1. Delegate Wisely

The key to management success is to learn to effectively delegate both the responsibility for completing assignments and the authority required to get things done. Many entrepreneurs feel that they need to control every little thing that their employees do. This is a recipe for disaster. When you delegate work to employees, you multiply the amount of work you can accomplish while you develop your employees' confidence, leadership and work skills.

2. Set Goals

Every employee needs goals to strive for. Not only do goals give employees direction and purpose, but they ensure that your employees are working towards the overall organizational goals. Set specific and measurable goals with your employees, then regularly monitor their progress toward achieving them.

3. Communicate

Far too many managers communicate far too little. It's often difficult for busy business owners and executives to keep their employees up-to-date on the latest organizational news. Regardless,

you must make every effort to get employees the information they need to do their jobs quickly and efficiently.

4. Make Time for Employees

Above all, managing is a *people* job. When an employee needs to talk with you--whatever the reason--make sure that you set aside the time to do so. Put your work aside for a moment, put down your smartphone, and focus on the person standing in front of you.

5. Recognize Achievements

Every employee wants to do a good job. And when they do a good job, employees want recognition from their bosses. Unfortunately, few bosses do much in the way of recognizing and rewarding employees for a job well done. The good news is that there are many things bosses can do to recognize employees that cost little or no money, are easy to implement, and that take only a few minutes to accomplish.

6. Think about Lasting Solutions

No matter how difficult the problem, there is always a quick solution, and entrepreneurs are happiest when they are devising solutions to problems. The trouble is that, in our zeal to fix things quickly and move on to the next fire, we often overlook the lasting solution that may take longer to develop. Although it's more fun to be a firefighter, the next time you have a problem to solve in your organization, deal with the *cause* of the problem instead of simply treating the symptoms.

7. Don't Take It Too Seriously

Without a doubt, owning a company is serious business. Products and services must be sold and delivered, and money must be made. Despite the gravity of these responsibilities, successful managers make their organizations fun places to work. Instead of having employees who look for every possible reason to call in sick or to arrive to work late or go home early, managers whose organizations have fun end up with an energized workforce that works hard and plays hard.

Management Lessons

1. Be consistent.

This is the first lesson because it applies to most of the others. Before your management approach can be effective, it must be consistent. You must reward the same behaviors every time they appear, discourage the same behaviors when they appear and treat every member of your team with an equal, level-headed view.

2. Focus on clarity, accuracy and thoroughness in communication.

How you communicate to your team can dictate your eventual success. When relaying instructions, recapping meetings or just doling out company updates, strive for the clarity, accuracy and thoroughness of your communication. This goes for any other medium, whether that means in-person communication, email or a phone call. Clarity, accuracy and thoroughness are the best way to avoid miscommunication and keep your team on the same page.

3. Set the goal of working as a team.

If you want your team members to work together, have them work for something together. Setting goals just for the department or one individual breeds a limited mentality and forces team members to remain isolated. Instead, give staffers a unified focus and purpose, to inspire them together.

4. Publicly reward and recognize hard work.

When a member of your team does something exceptional, reward him/her -- with a bonus, a small trophy or even just a vocal recognition. Do this in front of the group; it will make the intended recipient feel good and show the rest of the team that hard work is rewarded. The only caveat goes back to rule one: Be consistent in your rewards so you won't be seen as playing favorites.

5. Be the example.

As the manager and leader, you should set an example in terms of your behavior. If you show up late, your team will be less punctual. If you lose your temper easily, others will be amiss in

keeping their emotions in check. Strive to be your own ideal of the perfect worker, especially in front of the team.

Fire a Company Manager

6. Never go with 'one-size-fits-all.'

Your team is comprised of individuals with unique preferences, strengths, weaknesses and ideas. Never use the exact same approach to motivate, encourage or mold all of them. Focus on individuals, and customize your approach to fit each one.

7. Remain as transparent as possible.

Transparency shows your integrity as a leader, and builds trust with the individual members of your team. If you lie about something, or withhold information, you could jeopardize your relationships and the respect you command as a leader.

8. Encourage all opinions and ideas.

The more people you have actively participating in discussions and attempting to make improvements to the organization, the better. Never chastise a team member for voicing an opinion respectfully -- even if it goes against your original vision or isn't well thought out. Cutting someone down for voicing an opinion builds resentment, and discourages people from sharing their own new thoughts.

9. Help people enjoy work.

You don't need a pool table or dress code abolition to make work fun. You can make the workday more enjoyable with such new elements as surprise lunch outings, a dedicated break room or even just casual conversations with your workers. Help your people enjoy coming to work, and they'll do their best work for you.

10. Listen and ask questions.

If someone doesn't agree with your management style or doesn't like the direction of the company, don't silence that person. Listen. And ask questions of your entire team: *What do you think of this? How do you feel about that?* This open dialogue makes it easier to proactively

identify problems and work together to create a mutually beneficial environment. It will also make your employees feel appreciated and acknowledged.

As you'll notice, these rules leave plenty of wiggle room to apply your own personal "brand" of leadership and management. They stand as fundamental truths, considerations and principles that govern an effective management role rather than a strict instruction manual to success. Stay true to these principles in addition to your own, and you'll unify your team in a rewarding and enriching environment.

Some managers inspire, some motivate, and others fail miserably to engage their employees. The entertainment industry seems to have created the ultimate formula for the "bad manager" character, so why can't real managers understand how to be effective? When employees choose to leave a position, it's often because of their manager or relationships with people in their working environment. People quit people, not jobs.

Make Your Managers Effective

An "effective" manager takes responsibility for ensuring that each individual within his department succeeds and that the team or business unit achieves results. Successful managers require both talent and skill. Effective management skills can be developed through training, mentoring and experience. But if a manager is void of natural talent, then the odds that he will be successful diminish significantly.

Develop Managers

The most productive companies are typically more proactive than their peers when it comes to identifying and developing effective managers. The six most common managerial success traits include communication, leadership, adaptability, relationships, development of others, and personal development.

Teach Communication Skills

A manager with good communication skills is able to instruct as well as he listens. Managers who can communicate effectively can process information, and then relate it back to their teams

clearly. Effective managers should be able to understand, decipher and relate the organizations vision back to their employees in order to maintain productivity.

Expand Leadership Skills

Leadership is a crucial attribute that many managers lack despite their job title. It is common practice for companies to promote employees with the best result, but sometimes the best salesman doesn't make the best manager. True leaders are able to install trust, provide direction, and delegate responsibility amongst team members.

Encourage Adaptability

Adaptability also contributes to a manager's effectiveness. When a manager is able to adjust quickly to unexpected circumstances, he is able to lead his team to adjust as well. Adaptability also means that a manager can think creatively and find new solutions to old problems.

Foster Interpersonal Skills

Effective managers should strive to build personal relationships with their teams. Employees are more likely to exceed expectations when they trust their managers. When Managers establish a relationship with employees, it builds trust and employees feel valued. Valued employees are more willing to get the job done right.

The best managers know when their employees need more development and how to ensure those developments are successful. Developing others involves cultivating each individuals talents and motivating those individuals to channel those talents towards productivity.

Promote Personal Growth

Finally, an effective manager is aware of their own personal development. In order to successfully develop and lead others, managers must seek improvement in themselves. A manager who is willing to learn more and use their natural talents to the best of their ability will be able to encourage the same behavior in employees.

The best managers get it: no explanation required. They are proactive in addressing the needs of their team. They go out of their way to be creative and find new ways to uniquely motivate each member of the team. They are always aware of moods, mindset, attitude, and engagement levels. The best managers are the ones who “take one for the team” and can quickly turn around times of duress into rewarding opportunities.

But in the end, it is the level of trust you have with your manager that makes or breaks the team, your performance and the developmental journey within the organization you serve. A bad manager can make or break your career. Equally, if a manager is ineffective at earning trust – the lack of team performance will speak for itself and turnover will become increasingly apparent. You can’t hide if you are an ineffective manager who has trouble earning trust.

Here are five ways to help you build trust quickly as a manager (or to help keep your manager on their game).

1. Build Rapport

Building rapport is no easy task. It requires you to be a great listener (not just a good one). Managers who are listening take good notes, are quick to follow through, and are responsible enough to proactively address your immediate needs and requirements to help you be more successful.

Effective managers are also good at engaging with difficult personalities and situations. For example, early in my career, I learned a valuable lesson: people don’t like having a much younger boss. Instead of viewing them merely as difficult people, I made it my responsibility to empower them and help them to be more successful. After they received their well-deserved recognition and bonuses, they quickly forgot about my age. If there was envy, it was converted into opportunity.

2. Take a Diplomatic Approach

Learning how to be politically (and authentically) correct is a requirement. This means a manager must always be mindful of doing the right thing – and at times making trade-offs in order to be given new opportunities and have greater influence down the road.

An effective manager exercises good judgment and knows how to pick and choose his battles. He is all about supporting the team and believes in consensus-building methods to create harmony (especially when there are many egos involved). Strong managers recognize that perception is reality and thus will play the political game accordingly to protect his team and mobilize their agenda.

3. Establish Credibility

Effective managers must establish their credibility (and I am not talking about past positions/previous titles). The most effective managers always follow-up, are true to their word, have a proven track record, and have a reputation of getting things done.



Fig 1 Effective Manager's Qualities

According to the theorist Henri Fayol, as is shown in fig 1, the key functions of managers are to: make forecasts and plans, organize work, command the people under them by giving instructions, co-ordinate the resources (money, people, time) for which they are responsible, control activities and people by measuring and correcting them to enable performance to fit the plans.

Each level of management requires appropriate skills and abilities:

- Senior managers - set strategies and objectives - lead and inspire others
- Middle managers - lead their teams to deliver the specified objectives

- Junior managers - manage tasks and learn to lead others.

Leadership is the art or process of influencing people to perform assigned tasks willingly, efficiently and effectively. Enabling people to feel they have a say in how they do something results in higher levels of job satisfaction and productivity.

By effectively planning and controlling the people and processes for which they are responsible, managers provide a positive and professional environment. This can generate similar attitudes in their teams. This engagement of employees is a powerful asset in growing a business.

Conclusion

Effective management skills are comprised of several key components, and are not easily achieved. Organizations need to recognize the traits associated with successful management, and then promote employees based on those traits. The highest achieving employees do not always make the best managers, but employees that naturally exude the attributes desired by managers are sure to be effective and successful in management roles. Even if your job title doesn't include "manager," there's a good chance you'll have to handle some management duty sometime in your career. And, as an entrepreneur, you're *already* a manager, because almost every one of your responsibilities has some management element to it. In short, your employees are the ones making your vision a reality, and your job is to make sure they do it efficiently. But there are some universally "wrong" ways to manage. Avoid them and follow the rules of effective management.

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