

## Summary

Direction is an important managerial function that has ingredients like guiding, motivating, leading, supervising, to ensure fulfillment of organizational objectives. It guarantees effective and efficient management of human and material resources. It is a connecting link among all the managerial functions as it helps in coordinating all these activities for the achievement of organisational objectives. It is a dynamic and continuous process. It is related to managing human behavior and work culture. Its four elements are – supervision, motivation, leadership and communication. Principles of Direction include – effective communication, effective leadership, unity of command, harmony of goals, employing effective motivation techniques, direct supervision and feedback. Supervision and Control are integral components of Direction. Supervision involves the managerial task of observing the subordinates at work to ensure that they are working according to objectives of the organization and adhering to the time schedule. Control involves verification whether everything occurs in conformity with the plan adopted and set modalities and procedures. Qualities of effective supervision are delineated.

