

Analytical Essay: Effective Management

Effective management is one of the most important aspects of an organization. If an organization wants to achieve the desired success in the market, then it must have effective management. Different approaches can be adopted by the managers to ensure the fact that their management is efficient and effective. An individual who is equipped with a skill set of the highest quality can provide its organization with the best possible management (Nguyen et al, 2003). However, effective management is a process of long-term learning. The learning must keep on learning ways to improve its leadership skills. If the leader of an organization is an inspiration, then it can be quite helpful in extracting out the best performance from the employees. This in return can be beneficial for the overall wellbeing of the company and the best performance from employees can assist the company to achieve the desired competitive advantage in the market. Some basic steps can be taken by an individual to enhance its leadership skills. The most prominent skills in this regard are communication and decision-making skills (Williams et al, 2015). A leader must be equipped with both these skills to manage things efficiently. The steps that should be implemented by an individual to become an effective leader are confidence, commitment, creative thinking, honesty, positivity, and effective communication. First of all, a leader must be confident and honest about its responsibilities. The ability to think positively and creatively is also one of the key steps of becoming a leader. Moreover, the commitment and dedication towards the responsibilities can also help an individual to become an inspirational and effective leader. So, an individual must be equipped with these skills and should be aware of the essential steps if he/she wants to become an efficient manager or a leader.

Considering the examples of some top organizations it is prominent that the main reason behind their success is their effective leadership. The leaders of these organizations are efficient, and they can manage productively. The management of a company should provide its employees with the best possible care and working environment to ensure that they are comfortable. This in return would be quite crucial in obtaining the best results from the employees. If the employees provide services of the highest quality, then there is a possibility that the productivity of the overall operations of the company will be tremendously increased. The world is growing rapidly, and if the technology sector is considered, then vast advancements have been observed. In this era of advancements, the race to become the best has rapidly increased. The companies are trying their best to beat their competitors at any cost. However, this can only be achieved by effective management and the best performance from the employees. The companies are providing their employees with the best facilities to extract the best performance out of them. Because if the employees trying their best to achieve their targets then it proves to be quite beneficial for the overall wellbeing of the company. This can also improve the reputation of the company in the market and a lot of customers can be attracted towards the company which in return enhances the sales rate. The company then achieves the desired competitive advantage in the market and it also holds a remarkable position in the market. So, managers need to deal with their employees efficiently. Different approaches can be adopted by the management to encourage its employees but the most prominent strategy in this regard is the motivation.

The management of top companies usually adopts motivation as the go-to technique in order to encourage the employees to work for the progress and betterment of the company. The prime example that is available in this regard is the example of Samsung. The situation of the organization during the pandemic was not good at all. The employees were discouraged and

demotivated and the management was not confused regarding the eradication of this issue. The leaders of the company were efficient, and they decided to cater to this issue with a delicate approach. Samsung had to adapt the work from home strategy in the time of COVID 19 (Allocca et al, 2020). There was a lack of emotional and mental stability among the employees of the company due to this worse health situation around the globe. The company had to maintain its competitive advantage in the market while keeping their employees emotionally stable and for this, the top management of the company had to find out the best possible solution. The company had decided to motivate its employees during these tough times. For this, they took the help of different motivation theories that how they can use these theories to motivate its employees. The top management of the company used motivational theories to encourage its employees and to ensure the fact that their management is effective in this situation.

Motivational theories have played a great role in maintaining stability within Samsung during the period of the pandemic. Both the content and process theories have been applied in this regard. The content theory that was implemented in this scenario is Maslow's (1954) Hierarchy of Needs theory because all the basic needs of employees such as physiological needs, safety, love, esteem, and self-actualization of employees were given priority by the top management of the company. Herzberg et al (1959): two-factor theory has also been satisfied in this case because the management of the company has provided job satisfaction to its employees in these tough times and both components of Herzberg theory has been satisfied. The conduct of the management has depicted that the company was keen to implement theory Y of McGregor (1957) by developing a friendly relationship with them to motivate them to work as hard as possible for the betterment of the company. Moreover, the theories presented by McLelland (1967) and (Deci, et all 2010) have also played a vital role in motivating the employees of the

organization. Along with the implementation of these content theories, some process theories were considered while motivating the employees during the pandemic. Samsung has not discriminated its employees on any basis and that is why their employees are more than happy in working with them. This is an example of Equity Theory where all the employees are treated with equality. The organization has set specific goals that are to achieve by the employees and due to this the goal theory within the organization is satisfied. Furthermore, the theories that are proposed and are also implemented in this case because the employees are motivated towards achieving particular goals which are set by the organization. Moreover, it can be said that Samsung all applied all motivational theories to motivate its employees during the period of this pandemic.

The objective of this Paper

The primary aim of writing this paper is to provide the readers with the results of the conducted interviews. Two interviews were conducted with two different kinds of managers. One person is the CEO of the LAVA lounge and the other one is the manager of LAVA lounge. Both of them are leaders in their respective domains. They were asked some simple questions in the interview regarding the role of an effective manager within the organization. Useful results were obtained at the end of these interviews. The whole process and the results of the research have been explained in the section below.

Interviews and the Procedure

The procedure of the interviews was quite simple as the candidates were asked a few generic questions regarding the importance of effective management. These questions were based on all the necessary aspects of the effective management and the readers will get a

complete insight regarding this topic after reading the outcomes of this research. The first interview was conducted for the chief operating officer of LAVA lounge and the next interview was conducted for the manager of the same company. The results of the conducted research have been explained below.

Interview of CEO

The first interview regarding the effective management was conducted with Mr Alex Khalil who is the chief operating officer of the LAVA lounge. The CEO said that the most critical issues that he had faced during the tenure were to decide the financial strategies of the company. Improvement of the overall working environment within the organization was also one of the major challenges that were faced by the CEO. The CEO was also asked about the most important skills that a manager must possess. According to the CEO, the most important skills in this regard are the experience and resilience. The officer also said that the ability to face tough situations is also one of the key features of a good leader. Moreover, the CEO also said that the lack of devotion from the leader is the main reason for a company's failure. When asked about the outstanding skills of a leader he said that he had observed his brother-in-law who was the owner of a pitstop gas station. He used to deal with the staff quite efficiently and he was also blessed with the ability to deal with the tough situations impressively. The CEO further explained that if he had to train someone in his place then he would focus on developing the resilience in that individual which would be helpful for him/her to deal with the financial and in-house problems. The officer was asked to rate some of the important skills on a scale of 1 to 5. The results are given below.

- Managing personal time and stress: 5
- Facilitating group decision making: 3
- Creative problem solving: 3

- Articulating an energizing vision: 3
- Managing conflict: 4
- Gaining and using power: 3
- Delegating: 5
- Active listening: 5
- Holding interviews: 2
- Building teams and teamwork: 3
- Conducting meetings: 3
- Fostering continuous improvement and quality: 5
- Using interpersonal communication skills: 5
- Empowering others: 4
- Defining and or solving complex problems: 3
- Negotiating: 2

Interview of the Manager

The second interview was conducted with the manager of the same company Ali Khalil. According to the manager, the most critical problem a manager can face is to keep the operations running smoothly every day. The manager further said that an individual must have effective communication and thinking skills along with the ability to compromise to become a perfect leader. When asked about the reasons for an organization's failure, the manager replied that the lack of experience is the core reason behind a company's failure. The interviewer asked the manager regarding the outstanding skills of other managers. The manager replied that he does not have a perfect answer to this question, but he considers his father as an effective manager who had taught him to work hard. Mr Ali Khalil also said if he had to train someone in his place. He would focus on developing communication skills and the understanding of the business in that individual. Like the CEO, the manager was also asked to rate the skills. The results are as follows.

- Managing personal time and stress: 5
- Facilitating group decision making: 5

- Creative problem solving: 5
- Articulating an energizing vision: 5
- Managing conflict: 5
- Gaining and using power: 3
- Delegating: 3
- Active listening: 5
- Holding interviews: 4
- Building teams and teamwork: 5
- Conducting meetings: 5
- Fostering continuous improvement and quality: 4
- Using interpersonal communication skills: 5
- Empowering others: 5
- Defining and or solving complex problems: 4
- Negotiating: 5

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