

Decisional roles



**ASSIGN
BUSTER**

To inaugurate this essay, a simple introduction of the manager interviewed and her company will be given. Ms YAK who accepted the interview works in Company BBS. Company BBS operates in the private and service sector with the size of 20-99 people. It provides digital marketing services. Ms YAK holds a position as a senior manager for Publishers & Partners, it is a term used in the Digital Marketing industry. Publishers & Partners team also meaner product team and this team will negotiate and deal with third party for partnership.

Ms YAK is at the middle level f management and around 1-5 staff members report to her. The focal point of this essay will be the Integer's decisional roles, it will be used to study and relate to the manager's Job. Integer's decisional roles consist of 4 elements, which are the Entrepreneur, Disturbance Handler, Resource Locator and last but not least the Negotiator. This four roles illustrate how managers make decisions (Miniature, 1973).

A manager plays an important role in decision making, thus, the Integer's decisional role will be the main concept discuss in this essay. Being a manager also meaner that Ms YAK plays a role as an entrepreneur. The role of an entrepreneur is to search for rooms for improvement in the organization, and keep an eye on the rapid changing environment to seek for opportunities, and when a fine opportunity appears, the manager would initiate actions (Miniature, 1975). Her role as an entrepreneur can be closely related to Robert L.

Skate's technical skills. A manager needs to have technical skills, a skill that requires the manager to have adequate knowledge and mastery in a specific

field (Gamble, 2011). Ms YAK has rated entrepreneur role as 4 and rated 3 in the question that specify technical skills in her job. She stated that her Job is to identify potential current campaign that has the ability to expand the budget spend with her company, and a proposal will be initiated once the spotting of the desire campaign is done.

In order to search for opportunities, Ms YAK needs to have a substantial amount of knowledge in a specific skill, for that, she said that she needs to have the understanding of the product capabilities and the potential to bring it to the market. Besides that, she rated 4 on Henry Payola's management function on planning. Payola's element of planning involves manager to define organizational goals and decide how to achieve them (Wren, 2001). She works with the director and the CEO of the company to discuss the directions and goals of the organization.

Integer's decisional role refers that disturbance handler is one of the manager's must play role. Taking responsibilities when the organization faces a major or unexpected disturbance for corrective action is what a disturbance handler does (Miniature, 1973). On the other hand, Ms YK's ability to think and to nonessential strategy and make decisions can be related to Robert L. Skate's conceptual skill (Stannic, 2011). Evidence also points out that Henry Payola's management element of controlling is being practiced by her.

As cited from Manager (2009), the part of controlling is to " see that everything occurs in conformity with policy and practice, seeing that everything occurs in conformity with established rule and expressed

command, checking on performance to identify and make corrections IT necessary, entails selling Tanat everything Is done In accord Walt the adopted plan". Playing the character of disturbance handler, Ms YAK has to assist in taking up some of the projects and help to run it when other department is short on man power until the suitable person is identified or hired.

Besides that, she has to develop strategies for products to sales force to take it to the market and assist in troubleshooting when there is issue with plans or products. In the contrary, in bringing out the controlling element for real use, when Ms YAK and her team find that if a current product is not doing well in the market, but it is part of the objective hey need to meet, the team will find ways to reposition or repackage the product so it is more appealing to the market.

Integer's decisional roles of resource locator is regarded as " the manager will decide who will get what in his organization" as cited in (Miniature, 1973). This role is closely linked to Robert L. Skate's technical skill, as stated previously, technical skill, is a skill that requires the manager to have adequate knowledge and mastery in a specific field (Gamble, 2011). In fact, Integer's decisional roles of resource locator an be related to Henry Payola's management element of organizing. Managers need to structure work to accomplish the assigned goals (Manager, 2009).

Ms YAK Job does not involve much in resource allocating, she has rated 3 for it. She basically Just brings up her suggestion to the management while the discussion of organizational goals is being held. So her comments suggestion

will be taken up for consideration upon after their management discussion. But to play this role, she needs to have a certain amount of technical skill so that she has the understanding on a specific field in order to give her opinion on allocating resources properly. So, after the discussion of goal is finished, Ms YAK will have to build up a road map to achieve it.

A road map is a defined steps and processes, a strategy, to achieve the organization's goal. The manager must take in charge when the company enters an important negotiation situation (Miniature, 1973). Ms YAK has rated Integer's decisional role as a negotiator 3. She also mentioned that her role as a negotiator is very limited, as the director of Company BBS will handle most of the negotiations. Ms YAK has stressed on Robert L. Skate's human skill. Gamble (2011) pointed out that " Human skills are required at all levels of manager in organization.

It is pertinent to social aspect. Manager should interact on one to one basis with other, along with interacts which others as a member of groups. (It's ability to work with other as a family member)". She said that communication with each other is very important. Her excellence in human skill allows her to manage and interact with different parties easily. She needs to deal with the internal parties who are her superiors, Juniors and there department colleagues, external parties who are the company's clients and suppliers.

Ms YAK has practiced Henry Payola's leading skill in order to communicate well with others. Leading is to incorporate leadership to motivate and putting organization into motion (Manager, 2009). She uttered that to lead is to have

teamwork with other departments, sharing plans with them and what are the plan's rules so that everyone can work together. She also said that the sense of ownership is important, everyone needs to contribute to the work to grow the company together, s not a one person thing.

Ms YAK also strongly believes that open communication and Job satisfaction of can memoir are very Important. According to Puerperal (1), conteste Barbara salsa " I believe in the power of the cooperation of men of free will to make men free to cooperate; that only as they choose to work together can they achieve the fullness of personal development; that only as each accepts a responsibility for choice can they enter into that communion of men from which arise the higher purposes of individual and of cooperative behavior".

Ms YAK agreed that teamwork is very important, open communication is the key to success so that your teammates know what each other are doing and everyone will be responsible for their task. If someone is not performing or less capable, someone else in the team will step up and help out. Besides that, she agrees that if there is no Job satisfaction, it also meaner that there is no motivation. To achieve the desire outcome, first, is to find out each individual's goal and passion, next is to identify the strength, lastly, allocate a suitable role accordingly.

From the interview, Ms YAK Job as a manager is highly in relevance to Minister's decisional role. Her Job at the middle level management as senior manager has highly involved in the roles of entrepreneur, disturbance handler and resource locator. In fact, her Job does not only revolve around

Minister's decisional role, it also involves using Henry Payola's and Robert L. Skate's management element. The end result of the interview also showed that organizational behavior approach also holds an important role in her Job, especially Chester Barnyard's early advocates.

As a inclusion, a manager's Job does not only involve in decision making, it also involves in other aspects, their Job is to synergies their role and practice it out so that the organizational goals can be achieved.