



## STUDY IN ELEMENTS OF SUCCESSFUL MANAGEMENT

**Jasim Qasim Abbas**  
University of AL-Qadisiyah, Iraq

**Nidda Enaya Mahood**  
University of AL-Qadisiyah, Iraq

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### ABSTRACT

*Management is defined as: a process by which an institution's activities are coordinated and organized; In order to achieve specific goals, where the management represents a production factor that includes materials, money, and machinery, and the task of management is focused on marketing and innovation, and the administration includes functions that intertwine with each other in terms of organizing, monitoring, planning and directing; This is in order to form a policy for the organization and achieve the goals of this policy. Managers are also given the authority and responsibility that enables them to make decisions and supervise the organization, and it is worth noting that the size of the administration varies from one organization to another; It can be limited to one director, or it may go beyond that in multinational companies; So that their number reaches hundreds, and thousands of managers. [1].*

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### ELEMENTS OF SUCCESSFUL MANAGEMENT

Are the processes by which individuals interact efficiently and effectively. In order to achieve the desired goals, it is worth noting that successful management has components and basic elements, including: [2] Jobs and activities: they represent the functions and activities that managers practice, which are: planning, organizing, directing, and controlling. Business and goals: It refers to the goals and actions that the institution wants to reach, achieve, and accomplish. Human resources: where human resources include the efforts of individuals working in the organization, including employees, specialists, and implementers. In order to achieve goals, and work efficiently and effectively. Efficiency and Effectiveness: Efficiency is the ability to use resources without wasting, and of these resources: money, land, people, machines, etc., and it also refers to the manager's ability to economize, and to save on using these resources in a way that does not hinder Achievement of goals, results, and effectiveness (in English: Effectiveness), is the ability to achieve the goals that the organization wants to reach, and it is worth noting that there must be efficiency and effectiveness to achieve the goals.

### SUCCESSFUL MANAGEMENT FUNCTIONS

There are many jobs for successful management in organizations, where these jobs focus

on the relationship between management and employees, and they form reference pillars through which problems can be solved in innovative ways, and among these jobs: [2] [3].

#### **Planning (English: Planning)**

The planning process is defined as: defining goals, in addition to determining how to achieve them, and preparing appropriate plans; To achieve these goals, taking into account the resources available to the organization, and the staff; In order to achieve continuity; Where planning is the first administrative function, and the most comprehensive, and thus it precedes other administrative functions, as it is the basis from which the administrative functions begin, and it is worth noting that effective planning reduces ambiguity and uncertainty in the organization, and provides managers with information about the history of the organization, and its achievements It enables them to predict the future, in addition to it reduces costs and resources that can be wasted in the organization.

#### **Organizing**

The organization is an important function of management, so the organization cannot succeed unless it is characterized by good organization. It is through the organization that the tasks, duties, and responsibilities of individuals are determined, and how these tasks are arranged in the organization, in terms of functions, divisions, and departments, defining the organizational structure, and the distribution of powers. To make decisions.



### Directing

Directing is the leadership of the employees, motivating them to work, and effective communication with them.

### Controlling

Control is defined as: verifying that the work is going according to the plan that has been prepared; This is through monitoring the performance of employees, comparing it with the goals that were set in the planning stage, determining whether there is any problem in performance, and addressing it, and monitoring is carried out by determining performance standards in accordance with organizational goals, measuring actual performance, comparing it with standards and objectives, and then taking actions. Corrective, or Preventive.

### The Successful Manager

A manager is an important component of successful management; As the successful management depends on the manager who will be followed by others in the organization, and it is worth noting that the successful manager must pay attention to the aspects of management, leadership within the organization, and to know what the employees need; To work effectively, and to have the ability to encourage, thank, reward, and enable employees to produce. It is worth noting that there are many things that a successful manager should achieve, including: [4]

**Team building:** Team building enables employees to deal, and cooperation among them more effectively, knowing that the presence of the team allows employees the ability to creativity, and productivity more.

**Creating a positive environment:** Creating a positive environment is something that enables employees to enjoy positive spirits, and a positive environment enhances employee motivation to work. This is to achieve the success of the organization.

**Empowering others:** a successful manager seeks to assist, care for them, their jobs, and their advancement, as the empowerment of employees is one of the important factors that employees need at work; This is to develop their skills and abilities in teaching and learning; Where employees continue to progress, grow, and develop.

**Effective Communication:** A successful manager communicates effectively with people in various ways, such as verbal communication, or sending emails, listening to them through dialogue, and listening

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4. Khaled Othman Al-Saad, *Introduction to the Concept of Successful Management, page 3,4,*