

FAMOUS MANAGERS WHO CHANGED THE WORLD



MANAGEMENT IS THE ACHIEVEMENT OF ORGANIZATIONAL OBJECTIVES THROUGH PEOPLE AND OTHER RESOURCES. THE MANAGER'S JOB IS TO COMBINE HUMAN AND TECHNICAL RESOURCES IN THE BEST WAY POSSIBLE TO ACHIEVE THESE OBJECTIVES.





THERE ARE THREE LEVELS OF MANAGEMENT IN MOST ORGANIZATIONS.

TOP MANAGEMENT

(THE HIGHEST LEVEL OF THE MANAGEMENT PYRAMID)

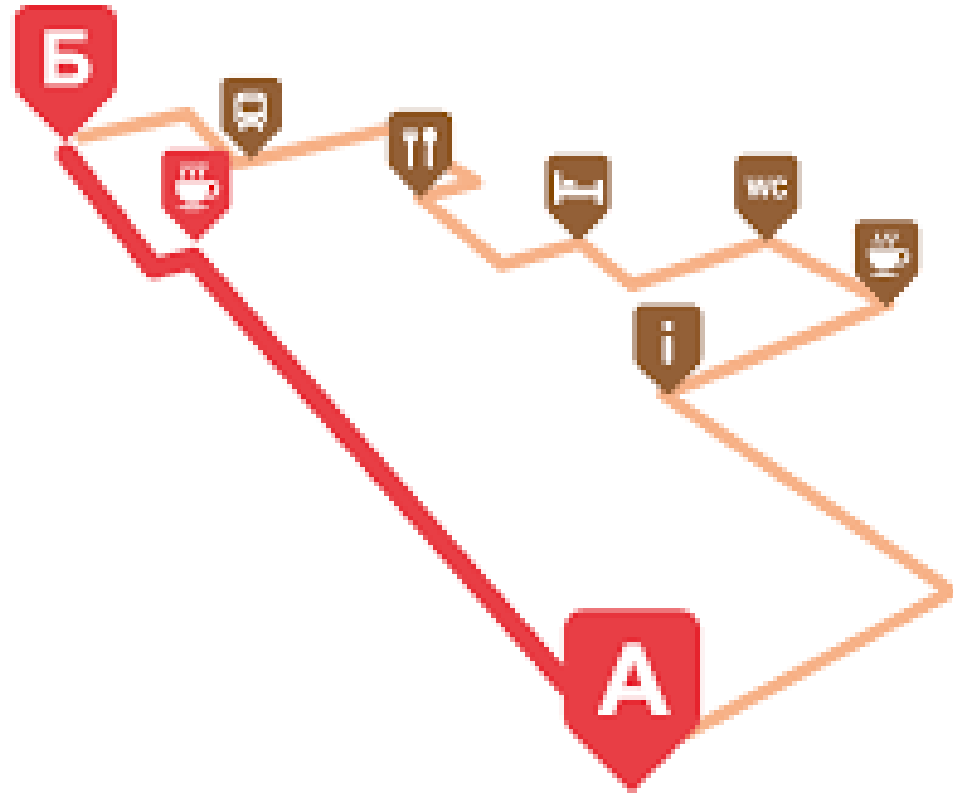
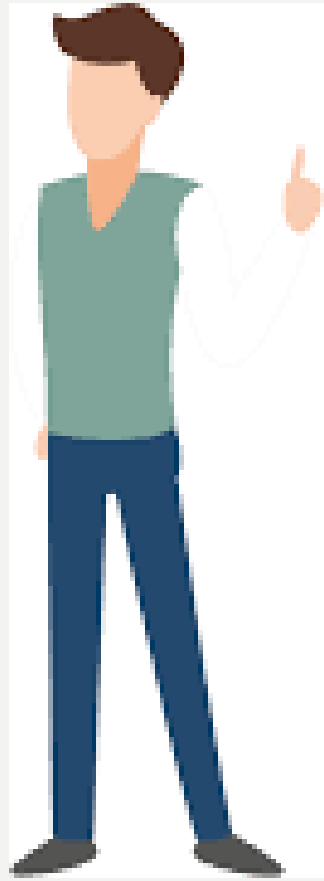
includes the president, executive vice president and other key company executives





THESE PEOPLE DEVOTE THEIR TIME TO DEVELOPING LONG-RANGE PLANS FOR THE COMPANY.





THEY MAKE BROAD DECISIONS SUCH AS WHETHER TO MANUFACTURE NEW PRODUCTS, TO PURCHASE OTHER COMPANIES OR TO BEGIN INTERNATIONAL OPERATIONS.





MIDDLE MANAGEMENT

**(THE SECOND LEVEL OF THE MANAGEMENT PYRAMID)
INCLUDES PLANT MANAGERS AND DIVISION HEADS**







THEY MAY DETERMINE THE NUMBER TO SALESPEOPLE FOR A PARTICULAR TERRITORY, OPERATE A BRANCH OF A DEPARTMENT STORE CHAIN, SELECT EQUIPMENT FOR A NEW FACILITY, OR DEVELOP TECHNIQUES FOR EVALUATING EMPLOYEE PERFORMANCE.





Performance Factors

	Poor	Good	Excellent
Quality of Work	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Quantity of Work	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Adaptability / Versatility	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cooperation/Relations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Dependability	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Communication Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Supervision / Leadership Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Factor % x Performance Level number = rating

Add ratings for all eight factors to determine overall rating for merit increase

SUPERVISORY MANAGEMENT, OR FIRST-LINE MANAGEMENT

(INCLUDES SUPERVISORS, FOREMEN, DEPARTMENT HEADS, SECTION LEADERS)

- who are directly responsible for details assigning workers to specific jobs and evaluating daily – even hourly – performance.





THE FIRST LEVEL MANAGERS ARE RESPONSIBLE FOR PUTTING INTO ACTION PLANS DEVELOPED BY MIDDLE MANAGEMENT.





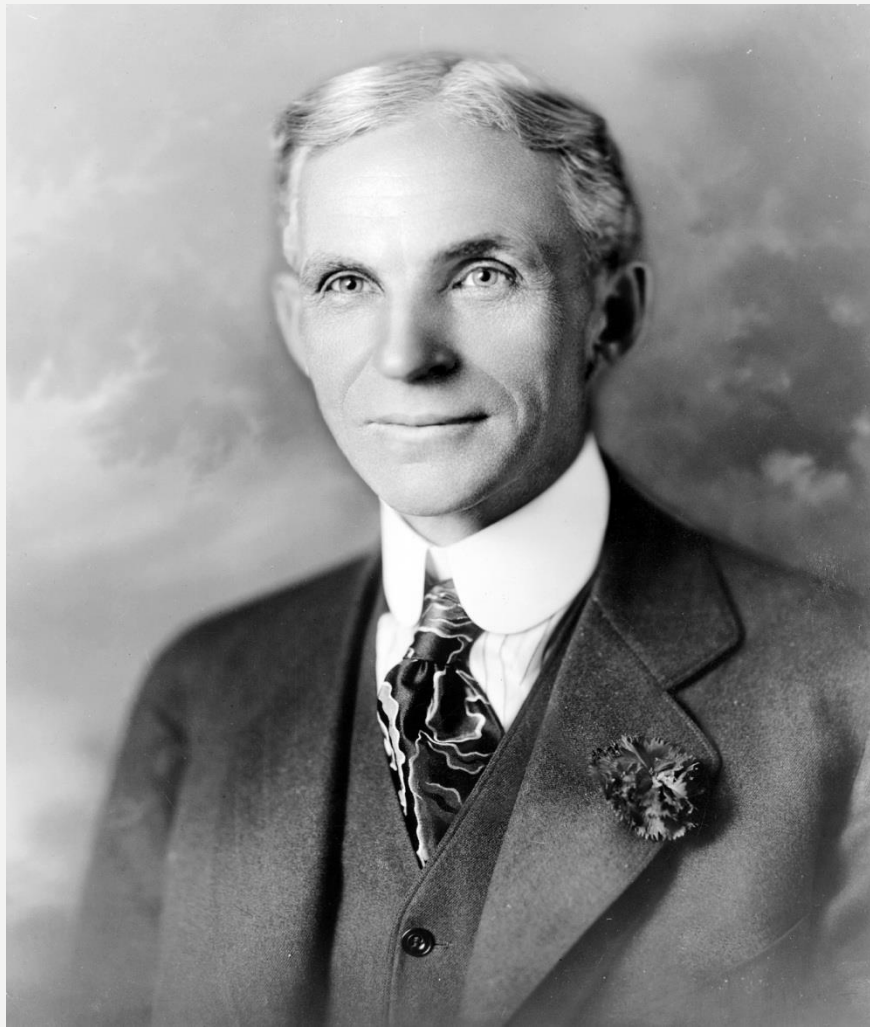
WORLD FAMOUS MANAGERS



HENRY FORD

(1863-1947)

Was the leading manufacturer of American automobiles in the early 1900's. He established the Ford Motor Company, which revolutionized the automobile industry with its assembly line method of production. The savings from this technique helped Ford sell automobiles at a lower price than anyone had before. From 1908 to 1927, more than half the cars sold in the United States were Fords.





HELENA RUBINSTEIN

In 1950, Helena Rubinstein was one of the richest women in the world. She started with nothing. She had no money, no education, and no one to help her. All she had were 12 jars of face cream and a lot of energy and ambition. She turned these into a multimillion-dollar cosmetics empire. Helena Rubinstein wasn't a very good wife or mother. Her work was the most important thing to her, and she dreamed only of expanding her business. She was a great success. People called her "the beauty queen". Rubinstein was a workaholic. She never stopped working, and she ignored her family. Helena Rubinstein was a ruthless business woman.





AKIO MORITA AND MASARU IBUKA

Akio Morita and his partner, Masaru Ibuka, started the Sony company. It is one of the most successful companies in the world. Morita had some ideas that were new to business. They were not typical. First, he wanted people to think of quality when they heard the name Sony. Second, he wanted to make and sell his products around the world. Morita and his partner created many new products. They were also very good. After a while, people started to buy Sony products of the high quality. Morita's idea worked! Morita was a brilliant businessman. People started to call him "Mr. Sony".



SONY



**THANK YOU
FOR YOUR
ATTENTION**

