Management Roles and Operations at Moffat Company

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Executive Summary

The chief operations manager in Moffat Company has many roles and functions he needs to carry out to ensure the smooth running of operations. The manager is answerable to the company directors, shareholders, and founders. A manager solves challenges that the company experiences, which helps a company to remain in the business of cosmetic products, thus yielding good profit returns. A manager's values, ethics, and performance contribute either positively or negatively to the operations of an organization.

Introduction

Every organization has a management team that helps to oversee the daily operations. Managers report to the company directors. Prominent organizations have managers in every department who report to the senior managers of the company. Managers safeguard the interests of shareholders and those of company founders. Employees take orders from managers about job specifications and procedures they should follow. Being a manager is not an easy task. When management performs its duties, the organization's proceedings run smoothly. On the other hand, management non-performance makes an organization fail. It is essential to understand the roles, values, ethics, and challenges of managers in a company.

Roles And Functions Of Managers In An Organization Today

Decisional Roles

Managers perform many tasks in a company like Moffat, which are as follows: a manager is a negotiator of an organization. Managers bargain with people inside and outside the company so the organization they represent gains credit. Through negotiations with junior employees, commitment and loyalty improve with peers. Cooperation, coordination, and integration of employees and unions

regarding employment conditions, commitment, productivity, and government-provided facilities help expand the company. Managers have the authority to use organisational resources to achieve the role of negotiations. A manager allocates resources to his junior staff, such as human, physical, and monetary resources.

The manager sets up the schedule for the completion of operations and approves money to be used in a particular project. For employees to express their opinions and share experiences, managers should have an open-door policy. An open-door policy is helpful to both workers and managers in making sound decisions. To motivate subordinates, managers should delegate their power and authority to them. Managers search for solutions when problems arise. Managers are responsible for responding to pressures from workers, shareholders, customers, and company directors. A manager is equipped to handle workers' strikes, declining sales, and bankruptcy of a company in a competent and skilled manner. A manager is responsible for coming up with new ideas and implementing them. Managers introduce new products and procedures that are beneficial to the company. Managers contribute to the company positively to ensure that shareholders get a good return on their investments. Managers contribute to increasing sales and adapt to changes in a company environment.

Informational Roles

Managers are the spokespersons for a company and represent the organization to outsiders. The manager speaks on behalf of an organisation, transmits information on plans, policies, and actions, and reports to directors regarding developments in their government. Company shareholders and directors demand information about financial performance to determine whether the managers are doing their job properly. Managers ensure customers are informed about new products and product quality maintenance and inform government officials of law implementation. Managers distribute information gathered from various sources to their peers, subordinates, and superiors. Distributing information to junior staff is important, especially when they have no contact with one another. Managers monitor the company's environment, peers, superiors, and subordinates, thus establishing a network. To gain an understanding of the company, a manager seeks and receives information from outsiders and insiders of a company. Managers also gather information by reading things like newspapers and from the public to learn about changes in product tastes and learn about competitors' plans. At times, managers collect information through hearsay, speculation, gossip, and television channels (Goetsch & Davis, 2014).

Interpersonal Roles

The manager encourages his team, motivates them, and communicates with them to boost their working spirit. Managers ensure the coordination of activities with junior staff and their cooperation. Managers are expected to interact with other managers outside the company to gain favour and

gather information. In all formal matters of a company, managers are the representatives (Bolden, 2016). The manager is in charge of an organization, coordinates other people's work, and guides his junior employees. The manager hires, trains, and disciplines employees to ensure the smooth running of operations in the company. Managers are the company figures; they welcome visitors and sign legal documents as the organization head, department head, and business strategy unit head.

- Challenges and Risks Managers Address Today
- Companies have many problems and risks facing them today, some of them include:
- Future uncertainties

It is difficult to predict how products or companies will fare tomorrow, but with the help of talented economic managers, they can learn about market trends. Managers use data from various financial years to calculate and speculate how products and securities will sell in the future. If customers respond positively to the company's products in the future, it is an advantage as profit will be made. On the other hand, if customers are most likely to reject products in the future, the company prepares through the production of another brand or concentrates on improving product quality, promotion, and advertising the product more.

Services To Customers

Customers are the most important people in an organization's business proceedings; without customers, a company will close down. Customers expect instant and quick services from the organization. If they are unsatisfied and get poor services, they spread gossip through social media, thus tarnishing the company's name. For a company to escape this problem, managers must ensure that there is teamwork among employees and that necessary resources are available to complete the job.

Technology

Today, technology is changing at high speed, and an organization needs a manager who can keep up with the changes. Many managers heading the company started their careers before the existence of numerous technologies, thus making it difficult to operate the company. Company managers should be innovative so as not to be left behind and integrate new technologies, e.g. mobile, cloud computing, and app development.

Regulations And Compliance

When technologies and markets change, laws and rules also change. The government puts in place rules that every company should follow so that it can run its business. If a company fails to comply, government officials withdraw its operating license, thus shutting it down. Rules and regulations are

put in place to ensure the industry doesn't exploit customers. The government, at times, imposes hefty fines on companies that fail to follow the law, thus costing them a lot of money. Managers ensure that organizations avert risks like company shutdowns and penalties.

Performance Monitoring

For an organization to run smoothly, managers have to check daily operations regularly. Most companies depend on financial indicators, thus blocking the company's channels, which enables reporting. Managers require knowledge of how to develop key performance indicators (KPIs), how to avoid critical pitfalls, and the best way to communicate metrics, thus making sound decisions.

Management Of Finances

Many managers are not good at items like cash flow, profit margins, financing, and reducing costs. These managers require the help of a financial officer. Financial statements help to know if a company is operating at a profit or a loss. For a manager without knowledge of financial statements, managing a company is difficult.

Competencies And Right Talent Recruitment

The employees working in an organization should be skilled so that it becomes easy to complete tasks assigned by the manager. Currently, some workers are employed because they are related to company owners, and they lack the necessary skills to get the job done. Recruiting the right and competent workers ensures that an organization meets its goals and ensures sustainability in the future.

Exploding Data

Past generations disposed of reports and data about the company. The disposal of company financial records makes it difficult to make references in case a problem arises. Managers are forced to rely only on current data, which makes their jobs difficult. Managers always make sure the secretary appropriately files individual company records. Managers should also come up with software for data entry for easy reference (Brewster, 2017).

Knowledge Of Embracing Change

Many companies' founders lack an understanding of when to accept change and when to stay on the course. Managers intervene and advise that not everything new is good and every move is at risk of

becoming obsolete in the future. Preparation and embracing changes are the best ways to face these challenges.

Impact Of Values, Ethics, And Diversity On Culture, Role Behavior And Performance Of Moffat Operations Manager

Every organization has its own habits that employees, founders, and managers embrace and adhere to. Ethics refers to moral guidelines and how employees conduct themselves in the line of work. The ethical guidelines of a company ensure that managers respect the directors and founders of a company to avoid cases like Moffat in which the Chief Operations Manager is rude to his employer. The Operations Manager's habit almost costs him his job. The operations manager fails to inform the company founders of new employees hired. The manager hires his friend and a family member as his assistant, which is against company guidelines and rules. Over the years, the company culture has been that employees and founders relate to each other like family members. Operations managers and the management team he hires only care about company objectives and success, not junior employees. Todd had only been with the company for eight months when he tendered a resignation letter, showing that he was not a reliable leader. When a manager wants to resign, having worked for a short time, it shows that he gets tired so quickly and gives up upon encountering challenges in his department. A chief operating officer is a demanding position, and responsibility for the daily operation of the company solely lies on Todd's shoulders.

Initial trust from company founders made them hire Todd for the company, giving him the most senior position and some degree of freedom to spearhead the company operations. The way Todd conducts himself upon grabbing a high post shows he is a proud person and unwilling to follow any guidance from the company owners (Carroll & Buchholtz, 2014). When managers cannot stand the norms of a company, they tend to quit. Junior company employees of Moffat are used to understanding each other's personal backgrounds, and they stay like family. New ways of running daily company operations are received by employees in a hostile manner, making them less motivated to perform their work. Todd is entitled to a better salary as he has contributed to a positive change in company sales and good profit return within a short time span. Todd's resignation could have been due to poor remuneration despite his hard work and determination to make the company successful. For Todd and his team to understand the company norms, the company owners should call them for a meeting to teach and show them their importance, thus leading to happy junior employees. When the management and junior employees communicate and emphasise teamwork, the daily work routine becomes easier, thus making sure customers get quality products on time (Luthans & Doh, 2018).

Conclusion

Managers are expected to be honest and people of integrity. A manager is a role model for other people, including employees, and bad behaviour makes them lose faith in him. The operations manager's behaviour makes employees and company founders lose trust in him. The manager wants to exclude other people from making decisions, which is the company norm. On the other hand, the manager is willing to take company risks; he works toward organizational success. The manager is optimistic about the company's increase in sales of cosmetic products since he was employed in the company, and profits have increased annually. The chief operations manager is committed to company growth as he implements changes in the company and quickly follows new technology trends.

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