

TYPES OF MANAGEMENT

- **Top Managers:** A top manager is one of a relatively small group of people at the upper most level of the organization who manages the entire operations. Also known as senior managers or senior executives, this group includes chairman, president, chief executive officers, executive vice president, senior vice president, and in smaller organizations, vice president. In small businesses, the owners are frequently the top managers, assuming most of all of the roles that top managers at larger organizations usually perform. Top managers examine the organization's environment, define goals, establish major strategies, and make decisions that set or change the overall direction of the organization. Top managers also supervise the top layer of middle managers directly below them under the organizational hierarchy, and they instill values that will help create a productive work environment. At the very top, CEO are well aware that the performance of their organizations depends in large part on their own effectiveness.
- **Middle Managers:** At the middle of organization pyramid is the middle manager, a manager who implements the broad strategies devised by top managers and who supervises and coordinates the work of first-line managers. Middle management includes such titles as vice president, department manager, division head and director. In contrast to the longer range perspective of top managers, middle managers are more concerned with the near future. Middle managers perform a delicate balancing act because they're caught in the middle between the demands of top managers and needs of first-line-managers. On the one hand middle managers are expected to implement the strategies defined by top management. On the other hand, they must ensure that the managers below them have the proper resources and the management ability to work with their staffs to produce the organization's goods and services. Moreover, as organizations cut costs and simplify operations, middle managers are being squeezed out in large numbers, a trend that is accelerating because of the accessibility and sophistication of today's information processing technologies. But with the new leaner middle management ranks comes an increased opportunity for these managers to develop broader skills while showing how well they can perform.
- **First-Line-Managers:** Someone in the first level of management who supervises and coordinates the activities of non-management operating employees. First line managers oversee groups of people who produce the goods or services provided by the organization, and they generally carry titles such as supervisor, manager, or foreman. Because first-line managers are involved in the day to day operations of the organization, they focus on the concerns of the present and on what their groups will need in the immediate future. Like middle managers, first-line-managers must balance the pressures exerted by managers above them and the issues raised by the employees they supervise. Because they are closest to the actual operations of the organization, their management activities are critical to the organization's achievements of its goals.