

This International Student Edition is for use outside of the U.S.

SUPERVISION

concepts and skill-building

ELEVENTH EDITION



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SAMUEL C. CERTO

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Eleventh Edition

Supervision

CONCEPTS AND SKILL-BUILDING

Samuel C. Certo, PhD

Emeritus Dean and Steinmetz Professor of Management

Crummer Graduate School of Business

Rollins College





SUPERVISION

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To Mimi

A source of my strength, encouragement,
friendship, and love throughout my life!

About the Author



Samuel C. Certo

DR. SAMUEL C. CERTO is the Emeritus Dean and Steinmetz Professor of Management at the Roy E. Crummer Graduate School of Business at Rollins College. He has been a professor of management for more than 20 years and has received prestigious awards, including the Award for Innovative Teaching from the Southern Business Association, the Instructional Innovation Award granted by the Decision Sciences Institute, and the Charles A. Welsh Memorial Award for outstanding teaching at the Crummer School. Dr. Certo has received the Bornstein and Cornell awards at Rollins College for the significant contribution of his scholarship in enhancing the worldwide reputation of Rollins College.

His numerous publications include articles in journals such as *Academy of Management Review*, *Journal of Experiential Learning and Simulation*, and *Training*. He also has written several successful textbooks, including *Modern Management: Concepts and Skills*, a college text now in its 10th edition. Professional books published include *The Strategic Management Process and Digital Dimensioning: Finding the E-Business in Your Business*. Several of his books have been translated into languages like Chinese, Portuguese, Spanish, and Croatian for distribution throughout the world.

Dr. Certo's recent study has focused on leadership and wisdom. His most recent book, *Chasing Wisdom: Finding Everyday Leadership in Business and Life*, emphasizes integrating Biblical and business principles to enhance leadership success. Dr. Certo hosts *Chasing Wisdom Podcasts*, available on iTunes. In his podcasts, Dr. Certo interviews prominent business leaders who discuss how to integrate Biblical and business principles to become wiser leaders. More than 20,000 people listen to Chasing Wisdom Podcasts in more than 240 countries and more than 6,500 cities in the United States.

A past chairman of the Management Education and Development Division of the Academy of Management, he has been honored by that group's Excellence of Leadership Award. Dr. Certo also has served as president of the Association for Business Simulation and Experiential Learning, as associate editor for *Simulation & Games*, and as a review board member of the *Academy of Management Review*. His consulting activities have been extensive, with notable experience on boards of directors of both public and private companies.

Preface

There is no doubt that today's supervisors play a critical role in enhancing the success of modern organizations. As with all previous editions, this book prepares students to be supervisors. As with all previous editions, concepts in this latest edition contain traditionally proven as well as cutting-edge supervision ideas and tools.

Supervision continues to be more exciting and challenging than at any other time in our history! Dealing with modern issues like sustainability, social responsibility and ethics, a multicultural workforce, social media, and alternative energy supplies provides challenging and stimulating everyday tests for modern supervisors. Competent supervisors have a central role in helping modern organizations to appropriately deal with such critical factors. As a result, competent supervisors are of utmost importance to modern organizations and to society as a whole.

Supervision: Concepts and Skill-Building helps students learn what it takes to be a successful supervisor in today's complex work world. The focus of this new edition continues the tradition of presenting useful tools and solutions for meeting present-day supervision challenges. In addition, this edition furnishes students with an even richer mix of real-life examples that illustrate how modern supervisors handle contemporary problems. Carefully studying proven supervision concepts and their relationship to real-world, practical examples throughout this text will greatly enhance a student's chances of gaining success and personal rewards as a supervisor.

Overview of This New Text

Thanks to both students and professors for your kind words and encouragement over the years! *Supervision* has helped hundreds of thousands of students across the globe to prepare for supervisory roles in organizations. The continued and growing success of this book accounts for my firm commitment to publish a high-quality supervision text that contains important theoretical yet practical material as well as facilitates the student learning and instructional processes. The following sections outline in detail how this new edition presents important, practical supervision theory and accomplishes this facilitation.

The Foundation

This eleventh edition, like all previous editions, is built on a solid theoretical foundation. To generate this original foundation, surveys were sent to instructors of supervision courses as well as supervisors nationwide to gather information about what would be needed to develop the highest-quality supervision learning package available in the marketplace. The main themes generated from the results of this survey were summarized and presented to focus groups around the country for refinement and expansion. Supervision professors and practicing supervisors then acted as individual reviewers to help fine-tune the book as it developed. Figure A depicts the focus of various professionals during the development of this text.

The Eleventh Edition—Sustaining a Successful Tradition

Supervision: Concepts and Skill-Building is divided into five main parts: “What Is a Supervisor?” “Modern Supervision Challenges,” “Functions of the Supervisor,” “Skills of the Supervisor,” and “Supervision and Human Resources.” The following sections describe the parts and chapters of the eleventh edition.

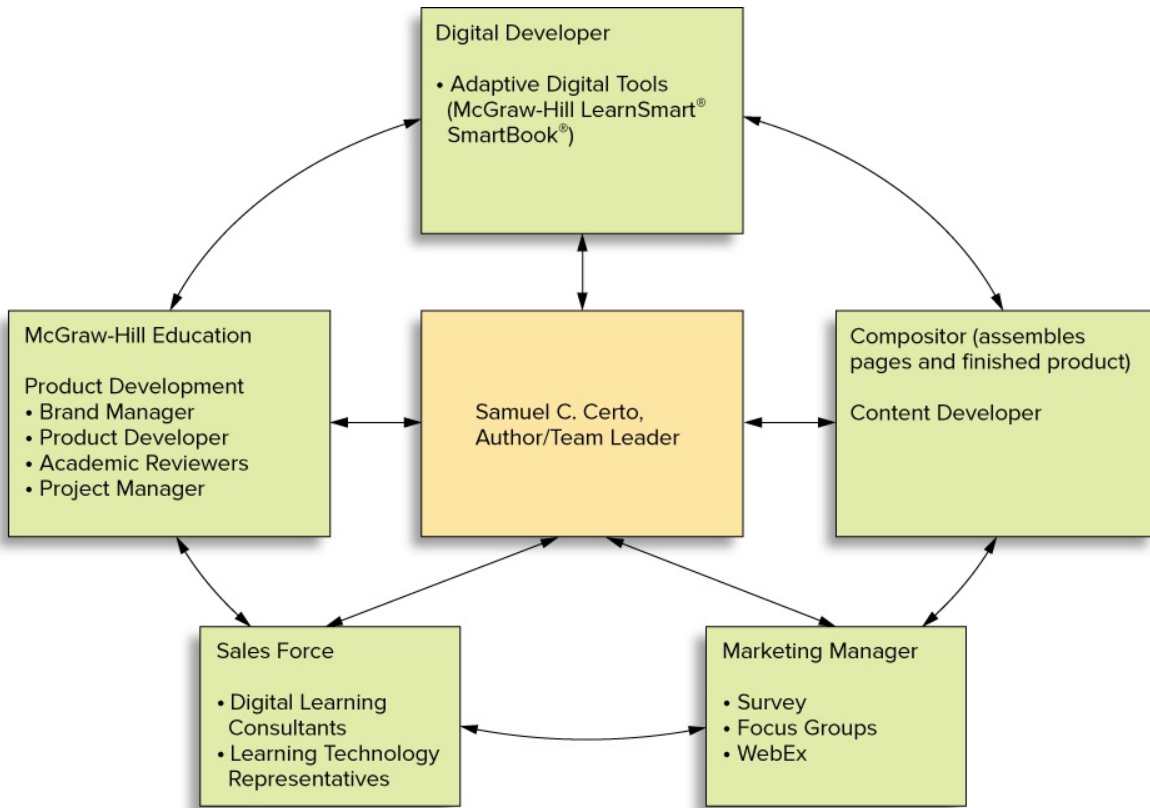


FIGURE A | *Supervision: The Professional Team*

The professional team involved in building this text is extensive. Samuel Certo, the author and team leader, works with the product developers who manage the product and brand, the digital product developers who assemble the adaptive digital tools like McGraw-Hill SmartBook®, the compositors who typeset the pages and assemble the final product, the marketing managers who coordinate surveys and focus groups, and the digital learning consultants and learning technology representatives who make up the sales force.

The Core of This Revision

Naturally, the heart of this edition continues the tradition of incorporating current trends in supervision-related research as well as examples of what constitutes more present day challenges for supervisors. Focus on these more modern supervision challenges includes coverage on topics like sustainability, energy management, the green movement, and Internet applications, including the use of social media. Rest assured that this new edition is NOT a trendy view of supervision. Instead, this new edition furnishes students with a realistic view of the traditional notion of supervision, modern challenges supervisors face, and the relationship

between the two that must be maintained if a supervisor is to be successful in today's world. The following sections highlight several changes for each part of this new edition in more detail.

Part One, "What Is a Supervisor?" consists of the first two chapters, "Supervision: Tradition and Contemporary Trends" (Chapter 1) and "The Supervisor as Leader" (Chapter 2). Chapter 1 includes new examples and updated employment and demographic projections. This edition retains a change made in the tenth edition, which moved the leadership chapter from Chapter 8 to Chapter 2 to reflect the critical nature of the supervisor who must lead employees to meet new challenges and achieve organizational goals. Chapter 2 also includes fresh examples.

Part Two, "Modern Supervision Challenges," covers areas in which supervisors will have to meet important contemporary organizational challenges. Chapter 3, "Groups, Teams, and Powerful Meetings," begins with a new chapter opener about virtual teams and a new Meeting the Challenge feature that refers back to it. Chapter 4, "Corporate Social Responsibility, Ethics, and Sustainability," also includes a new chapter opener and Meeting the Challenge that discuss ethical behavior on the job. New examples and updated statistics round out this chapter. Chapter 5, "Managing Diversity," includes a new opener about employees on the autism spectrum and accompanying Meeting the Challenge feature, as well as new examples, updated statistics, and a new Problem-Solving Case about Uber's challenges dealing with complaints of sexual harassment.

Part Three, "Functions of the Supervisor," contains three chapters. Chapter 6, "Reaching Goals: Plans and Controls," includes a new Problem-Solving Case about setting "green" goals for public transportation in Everett, Washington. Chapter 7, "Organizing and Authority," includes an updated page vii chapter opener and Meeting the Challenge about Zappos and its innovative holacracy. Chapter 8, "Problem Solving, Decision Making, and Creativity," begins with a new Supervision Challenge on Dirty Lemon, an online beverage company. This chapter also includes a new Meeting the Challenge feature and a new Problem-Solving Case about encouraging creativity at work. Chapter 8 has been updated with new examples. Chapter

9, “Ensuring High Quality and Productivity,” includes new examples, updated statistics, and a new Figure 9.7.

Part Four, “Skills of the Supervisor,” includes the following five chapters: “Communication: Theory and Modern Media” (Chapter 10); “Motivating Employees” (Chapter 11); “Problem Employees: Counseling and Discipline” (Chapter 12); “Managing Time and Stress” (Chapter 13); and “Managing Conflict, Change, and Politics” (Chapter 14). Chapter 10 includes a new opener and Meeting the Challenge feature about a miscommunication by the convenience store chain Wawa, as well as a new Problem-Solving Case about a Facebook chatbot created for employees. The chapter also includes new examples and a new Figure 10.4. The opening story about gamification for Chapter 11 has been updated, and a new Problem-Solving Case discusses employee motivation strategies at Tec de Monterrey, a large university in Mexico. New examples and new Figures 11.3 and 11.4 complete the chapter. Chapter 12, now titled “Employee Challenges: Counseling and Discipline,” includes a new chapter-opening story about the “mental health first aid” programs adopted by many firms. This chapter also includes new examples, updated statistics, and a new Figure 12.3. Chapter 13 features a new opener about reducing employee stress at Wegman’s, a grocery chain, and new examples throughout. Chapter 14 includes new examples and an update to Table 14.1.

The text concludes with Part Five, “Supervision and Human Resources.” This part begins with Chapter 15, “Selecting Employees,” which contains new examples, an update about state laws that forbid questions about salary history, and a new Figure 15.3 and new Table 15.3. Chapter 16, “Providing Orientation and Training,” offers new examples and updated Figures 16.1 and 16.4. Chapter 17, “Appraising Performance,” also includes new examples.

The text ends with Appendix A and Appendix B. Appendix A, “Supervision Laws: Health and Safety, Labor Relations, Fair Employment” focuses on practical legal information relevant to successful supervision. Appendix B, “The Supervisor’s Career Path: Finding a Career That Fits,” is a rich career resource for students regarding finding that first job, perhaps a supervision

job, as well as managing a career. It emphasizes important topics such as setting career goals, preparing for a job search, and interviewing essentials. Internet resources are pinpointed from which students can get help with self-assessments of their personality and skills, résumé building, job-hunting resources, and ways to evaluate a good job offer. This appendix is designed to be a vital topic for course discussion as well as a valuable reference guide as students actually begin and manage their careers.

Overview of Text Learning System

Each chapter in this edition continues the tradition of making the study of supervision interesting, enjoyable, effective, and efficient. As you will see, the list of individual pedagogy elements in this new edition has changed somewhat in order to improve the overall pedagogic impact of the book. Each pedagogy component in this new edition is described in the following sections.

Chapter Outlines

The chapter outlines provided at the beginning of each chapter are tools students can use to preview the chapters and review the materials before testing. These outlines also can be used to help students understand the relationship of certain topics to other chapter topics.

Learning Objectives

The key points of a chapter's content are highlighted in learning objectives at the beginning of the chapter. The learning objectives serve as a guide for previewing as well as reviewing concepts to be learned.

A Supervision Challenge

Each chapter opens with a vignette, entitled "A Supervision Challenge,"

which is an episode about an actual supervisor on the job. Each Supervision Challenge has a corresponding discussion exercise section at the end of the chapter entitled “Meeting the Challenge.” Almost all chapter-opening incidents are new to this edition to keep students current with challenges that modern supervisors face.

Margin Definitions

Key terms are defined in the margins. Students can use these definitions to test their understanding of the terms and find the places where important concepts are discussed.

Supervision Examples

Many examples of supervisors in action are nested within each chapter. Students are able to enrich their study of chapter content by seeing examples of how the concepts being studied arise in real organizations or in the lives of real supervisors.

Learning Highlights

Several extended real-world illustrations depicting supervisors meeting daily challenges are boxed off in each chapter. These illustrations have been carefully chosen and placed within chapters to help make learning via this text more interesting, more applicable, and more lasting. As a result of this highlights program, this book is rich with real-world supervisory experiences. In addition, these highlights have been extensively updated or, in many cases, wholly replaced for this edition. The types of highlights appearing throughout the book are described below:

Supervision and Ethics

This feature is designed to illustrate the vital role that ethics plays in being a supervisor. Virtually every phase of supervisory activity can be affected by ethical issues.

Supervisory Skills

This feature shows students how supervisors use skills to meet current challenges as they conduct their work. These boxes are designed to give students the most current examples available.

Practical Advice for Supervisors

This feature highlights practical guidelines that can help students be successful supervisors.

Supervision and Diversity

Each of these features illustrates an important diversity issue related to the chapter content and emphasizes how modern supervisors can deal with the issue.

Supervision: New Trends

This feature focuses on developing trends in how supervisors do their jobs. Themes for this feature throughout the book largely focus on new technology available to supervisors that will make them more efficient and effective.

Supervisor as Leader

This feature focuses on how supervisors function as leaders in organizations. Real supervisors in real supervisory leadership roles lend insights about how supervisors should lead. Like all Learning Highlights, the Supervisor as Leader feature will appear intermittently throughout the book.

Summary

Learning objectives are recapped at the end of each chapter via brief summaries of the chapter concepts. This unique format allows students to review what they've learned from each learning objective.

Photos, Figures, and Tables

Photographs, illustrations, and tables are used extensively to clarify and reinforce text concepts.

Skills Module

Skills modules at the end of each chapter reflect a commitment to emphasize student skills in applying supervision concepts. Each module contains a number of elements that instructors can use as a formal part of a course to develop students' application abilities. Students also can use the elements independently. Each skills module is divided into two parts: concepts and skill-building.

Part One: Concepts

This skills module section focuses on helping students clarify and retain the supervision concepts studied in the chapter. The section contains a summary organized by chapter learning objectives, a list of key terms along with reference page numbers where students can review the meanings of the terms, and review and discussion questions that students can study independently or that instructors can use as the basis for classroom discussion.

Part Two: Skill-Building

This section focuses on helping students develop abilities in applying chapter concepts to solve supervision problems. This section contains:

Meeting the Challenge. This activity asks students to respond to questions by applying the chapter's concepts to the opening scenario. For instance, the new opening scenario for Chapter 7, "How Do You Get Things Done When There Are No Managers?" is based on activities at the online retailer Zappos. The Meeting the Challenge feature for this chapter asks students to discuss the challenges this company and its employees will face as changes to work groups are implemented.

Problem-Solving Case. Next, each chapter contains a short case that further applies the chapter's concepts to various supervision situations. Specially designed questions for each case ask students to focus on solving a supervision problem. For example, the case in Chapter 10, "Facebook Answers Employee Questions with a Chatbot," asks students to recommend ways for the social media giant to communicate with its own employees.

Assessing Yourself. Each chapter contains a short, engaging self-assessment quiz, which helps students see the kinds of supervisors they can be. For example, Chapter 5, "Managing Diversity," presents a questionnaire students can use to explore their age bias. Discussion questions accompanying the quizzes help students more fully explore the self-assessment results to build better insights about themselves. In the Chapter 5 skills module, for example, students are asked to generate a list of common prejudices people might have against older workers.

Class Skills Exercises. A skills exercise is an activity specifically designed to help students develop supervision skills. Each skills module contains two exercises that vary in format and design. Some exercises are designed to be completed by individuals, whereas others are designed to be completed as groups. Most exercises can be used either in class or out of class. For example,

the skills exercises for Chapter 6 focus on developing goal-setting skills and controlling skills.

Glossary

Terms and definitions are gathered from each chapter and listed at the end of the book in the glossary, which provides ready reference for students and instructors. To encourage student review, the text pages on which the terms are defined and discussed are included.



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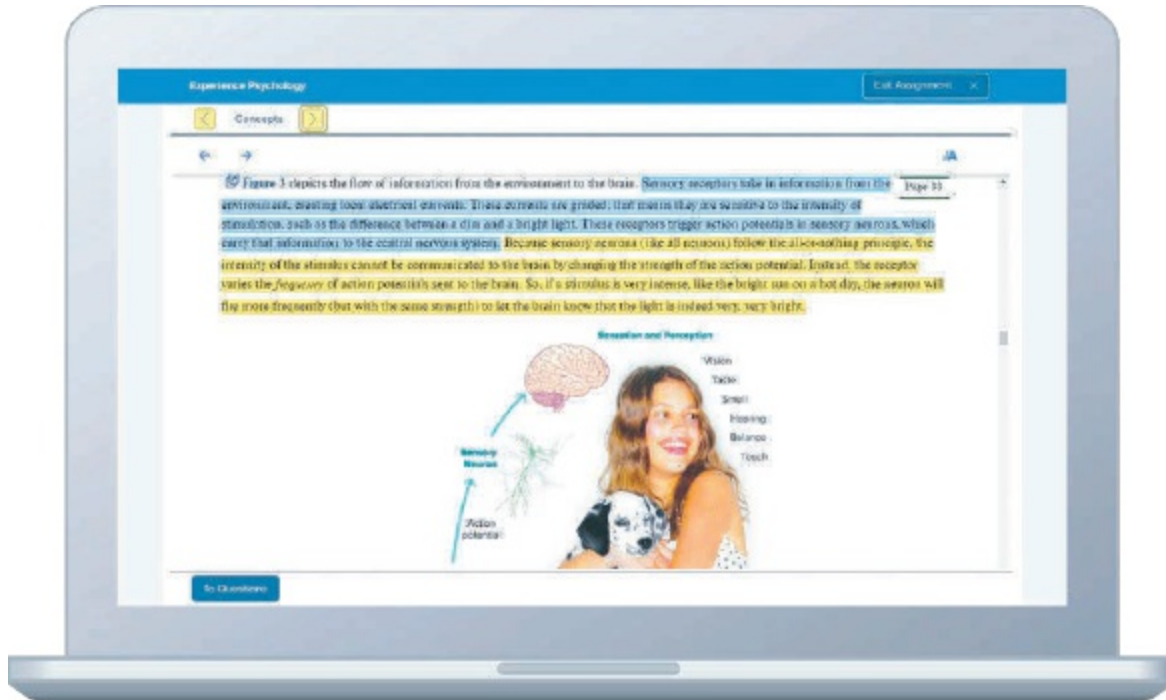
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- Jordan Cunningham,
Eastern Washington University

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Assurance of Learning Ready

Many educational institutions today focus on the notion of *assurance of learning*, an important element of some accreditation standards. *Supervision* is designed specifically to support instructors' assurance of learning initiatives with a simple yet powerful solution. Each test bank question for *Supervision* maps to a specific chapter learning objective listed in the text. Instructors can use our test bank software, EZ Test and EZ Test Online, to easily query for learning objectives that directly relate to the learning outcomes for their course. Instructors can then use the reporting features of EZ Test to aggregate student results in similar fashion, making the collection and presentation of assurance of learning data simple and easy.



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Acknowledgments

As the author, the many years of success of *Supervision: Concepts and Skill-Building* have been very gratifying. As with any book, however, the success of this book has been due, in very large part, to the hard work and commitment of many respected colleagues. I am pleased to be able to acknowledge the input of these professionals. For this edition, several colleagues should be recognized for valuable ideas and thoughts:

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page xv

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page xvii

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page xviii

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page xix

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Brief Contents

part one | What Is a Supervisor? 1

- 1 Supervision: Tradition and Contemporary Trends 1
- 2 The Supervisor as Leader 26

part two | Modern Supervision Challenges 51

- 3 Groups, Teams, and Powerful Meetings 51
- 4 Corporate Social Responsibility, Ethics, and Sustainability 81
- 5 Managing Diversity 105

part three | Functions of the Supervisor 129

- 6 Reaching Goals: Plans and Controls 129
- 7 Organizing and Authority 161
- 8 Problem Solving, Decision Making, and Creativity 189
- 9 Ensuring High Quality and Productivity 217

part four | Skills of the Supervisor 252

- 10 Communication: Theory and Modern Media 252
- 11 Motivating Employees 287
- 12 Employee Challenges: Counseling and Discipline 316
- 13 Managing Time and Stress 343
- 14 Managing Conflict, Change, and Politics 374

part five | Supervision and Human Resources

404

- 15 Selecting Employees 404
- 16 Providing Orientation and Training 440
- 17 Appraising Performance 469

Appendices 497

Glossary 529

Index 536



Contents

About the Author IV

Preface V

part one | **What Is a Supervisor? 1**

Chapter 1

Supervision: Tradition and Contemporary Trends 1



Westend61

Supervision: A Historical Perspective 3

Supervisors Should Focus on Efficiency 4

Supervisors Should Focus on Functions to Be Performed 4

Supervisors Should Focus on People 5

Types of Supervisory Skills 5

Classic Understanding of Management Skills 5

<i>Modern View of Management Skills</i>	6
<i>Supervising a Diverse Workforce</i>	7
<i>Opportunities and Challenges</i>	8
<i>Subtle Discrimination</i>	9
General Functions of the Supervisor	9
<i>Planning</i>	10
<i>Organizing</i>	10
<i>Staffing</i>	10
<i>Leading</i>	11
<i>Controlling</i>	12
<i>Relationships among the Functions</i>	12
Responsibilities of the Supervisor	13
<i>Types of Responsibilities</i>	14
<i>Responsibilities and Accountability</i>	14
Becoming a Supervisor	14
<i>Preparing for the Job</i>	15
<i>Obtaining and Using Power and Authority</i>	16
Characteristics of a Successful Supervisor	17
About This Book	18
Part One: Concepts	19
<i>Summary</i>	19
<i>Key Terms</i>	20
<i>Review and Discussion Questions</i>	20
<i>Notes</i>	21
Part Two: Skill-Building	21

Meeting the Challenge 21

Problem-Solving Case: Refereeing the Referees of the Atlantic Coast Conference 22

Assessing Yourself: Is Supervising Right for You? 22

Class Skills Exercise: Recognizing Management Skills 23

Building Supervision Skills: Defining Your Role as Supervisor 23

Building Supervision Skills: Leading a Team 24

Chapter 2

The Supervisor as Leader 26

Characteristics of a Successful Leader 28

Leadership Theories 29

Democratic vs. Authoritarian Leadership 30

The Managerial Grid 31

Contingency Theories of Leadership 31

Servant Leadership 34

Entrepreneurial Leadership 34

Approaches to Leadership 35

Choosing a Leadership Style 35

Leader Relationships 39

Supervisors' Relationships with Their Employees 40

Supervisors' Relationships with Their Managers 41

Supervisors' Relationships with Their Peers 43

Part One: Concepts 43

Summary 43

page xxii

Key Terms 44

Review and Discussion Questions 44

Notes 45

Part Two: Skill-Building 46

Meeting the Challenge 46

Problem-Solving Case: Leadership Training on the Program at Insight Communications 46

Assessing Yourself: Could You Be a CEO? 47

Class Skills Exercise: Practicing Leader Relations Principles 49

Building Supervision Skills: Leading a Team 50

part two | Modern Supervision Challenges 51

Chapter 3

Groups, Teams, and Powerful Meetings 51



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Reasons for Joining Groups 53

Groups in the Workplace 54

Functional and Task Groups 54

Formal and Informal Groups 54

Teamwork in an Organic Organization 55

Getting the Group to Work with You 56

Characteristics of Groups 56

Roles 57

Norms 58

Status 58

Cohesiveness 58

Size 59

Homogeneity 59

Effectiveness 60

Teams 61

Stages of Team Development 61

Benefits of Teamwork 62

Leading the Team 63

Powerful Meetings 66

Reasons for Meetings 66

Formal versus Informal Meetings 67

Preparing for a Meeting 67

Conducting a Meeting 69

Overcoming Problems with Meetings 71

Part One: Concepts 72

Summary 72

Key Terms 73

Review and Discussion Questions 73

Notes 74

Part Two: Skill-Building 75

Meeting the Challenge 75

Problem-Solving Case: Fitting in with an Established Team 75

Assessing Yourself: How Do You Communicate as a Team Leader? 76

Class Skills Exercise: Leading a Meeting 77

Building Supervision Skills: Evaluating Team Performance 78

Chapter 4

Corporate Social Responsibility, Ethics, and Sustainability	81
Fundamentals of Corporate Social Responsibility	83
<i>The Davis Model of Corporate Social Responsibility</i>	83
Ethics in the Workplace	84
<i>Benefits of Ethical Behavior</i>	85
<i>Challenges to Ethical Behavior</i>	86
<i>Differing Measures of Ethical Behavior</i>	87
<i>Code of Ethics: An Example at Coca-Cola</i>	89
<i>Integrity Policy: GE's Citizenship</i>	90
Ethical Behavior of Supervisors	90
<i>Making Ethical Decisions</i>	91
<i>Supervising Unethical Employees</i>	92
Treatment of Whistle-Blowers	93
Sustainability	94
<i>Sustainable Organizations</i>	95
<i>Achieving Sustainability</i>	95
Part One: Concepts	97
<i>Summary</i>	97
<i>Key Terms</i>	98
<i>Review and Discussion Questions</i>	98
<i>Notes</i>	99
Part Two: Skill-Building	101
<i>Meeting the Challenge</i>	101
<i>Problem-Solving Case: Flint's Avoidable Water-Quality Disaster</i>	101
<i>Assessing Yourself: How Ethical Is Your Behavior?</i>	102

Class Skills Exercise: Supervising Unethical Employees 103

Building Supervision Skills: Decision Making 104

Chapter 5

Managing Diversity 105

What Is Diversity? 107

A Look at Our Diversity 108

Challenges to Working in a Diverse Society 110

Prejudice and Discrimination 110

Stereotypes 112

Sexism 113

Ageism 115

Accommodation of Disabilities 116

Implications for the Supervisor 117

Advantages of Diversity 117

Communication 118

Diversity Training 119

Legal Issues 121

Part One: Concepts 122

Summary 122

Key Terms 123

Review and Discussion Questions 123

Notes 124

Part Two: Skill-Building 125

Meeting the Challenge 125

Problem-Solving Case: Uber and EEOC Settle Sexual Harassment Investigation 126

Assessing Yourself: Avoiding Unconscious Bias 127

Class Skills Exercise: Managing Diversity 127

Building Supervision Skills: Providing Employee Orientation 128

part three | Functions of the Supervisor 129

Chapter 6

Reaching Goals: Plans and Controls 129



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Planning in Organizations 131

Objectives 131

Policies, Procedures, and Rules 134

Action Plans 135

Contingency Planning 135

Management by Objectives 136

The Supervisor as Planner 138

Providing Information and Estimates 138

Allocating Resources 138

Involving Employees 141

Planning with a Team 142

Updating Objectives 143

The Supervisor as Controller 143

The Process of Controlling 144

Types of Control 149

Tools for Control 150

Characteristics of Effective Controls 152

Timeliness 153

Cost Effectiveness 153

Acceptability 153

Flexibility 153

Part One: Concepts 154

Summary 154

Key Terms 154

Review and Discussion Questions 155

Notes 156

Part Two: Skill-Building 157

Meeting the Challenge 157

Problem-Solving Case: City of Everett Bets Big on Green Buses 157

Assessing Yourself: Are You a Planner? 158

Class Skills Exercise: Setting Goals 159

Building Supervision Skills: Controlling a Yacht-Making Operation 160

Chapter 7

Organizing and Authority 161

The Structure of the Organization 163

Organization Charts 163

Types of Structures 164

Job Descriptions 169

Authority 170

Line, Staff, and Functional Authority 170

Centralized and Decentralized Authority 171

Power, Responsibility, and Accountability 171

The Process of Organizing 173

Define the Objective 173

page xxiv

Determine the Needed Resources 174

Group Activities and Assign Duties 174

Principles of Organizing 175

Parity Principle 175

Unity of Command 175

Chain of Command 176

Span of Control 176

Delegating Authority and Responsibility 178

Benefits of Delegating 178

Empowerment 179

The Process of Delegating 179

Reluctance to Delegate 182

Part One: Concepts 182

Summary 182

Key Terms 183

Review and Discussion Questions 184

Notes 184

Part Two: Skill-Building 186

Meeting the Challenge 186

Problem-Solving Case: What Went Wrong at Volkswagen? 186

Assessing Yourself: Do You Delegate? 187

Class Skills Exercise: Networking 188

Building Supervision Skills: Delegating 188

Chapter 8

Problem Solving, Decision Making, and Creativity 189

The Process of Decision Making 191

The Rational Model 191

Human Compromises 193

Guidelines for Decision Making 197

Consider the Consequences 197

Respond Quickly in a Crisis 198

Inform the Manager 198

Be Decisive yet Flexible 199

Avoid Decision-Making Traps 199

Tools for Decision Making 200

Probability Theory 201

Decision Trees 202

Computer Software 203

Group Decision Making 203

Advantages and Disadvantages 203

Using Group Decision Making 204

Creativity 206

Thinking More Creatively 207

Establishing and Maintaining a Creative Work Climate 208

Overcoming Barriers to Creativity 209

The Scientific Method in Decision Making 210

Part One: Concepts 210

Summary 210

Key Terms 211

Review and Discussion Questions 211

Notes 212

Part Two: Skill-Building 213

Meeting the Challenge 213

Problem-Solving Case: What Makes a Work Environment Creative? 214

Assessing Yourself: How Creative Are You? 214

Class Skills Exercise: Solving Problems Individually and in Teams 215

Building Supervision Skills: Learning from Mistakes 216

Chapter 9

Ensuring High Quality and Productivity	217
Consequences of Poor Quality	219
<i>Limited Resources</i>	220
<i>Higher Costs</i>	220
Types of Quality Control	221
<i>Product Quality Control</i>	221
<i>Process Control</i>	222
Methods for Improving Quality	222
<i>Statistical Quality and Process Control</i>	223
<i>Zero-Defects Approach</i>	224
<i>Employee Involvement Teams</i>	224
<i>Six Sigma</i>	225
<i>Lean Enterprise Philosophy</i>	226
<i>Total Quality Management</i>	227
Quality Standards	229
Guidelines for Quality Control	230
<i>Prevention versus Detection</i>	230
<i>Standard Setting and Enforcement</i>	231
The Productivity Challenge	231
<i>Trends in Productivity in the United States</i>	232
<i>Constraints on Productivity</i>	232
Measuring Productivity	234
Improving Productivity	236
<i>Use Budgets</i>	237
<i>Increase Output</i>	237

Improve Methods 238

Reduce Overhead 239

Minimize Waste 239

page xxv

Regulate or Level the Work Flow 240

Install Modern Equipment 241

Train and Motivate Employees 242

Minimize Tardiness, Absenteeism, and Turnover 243

Employee Fears about Productivity Improvement 243

Part One: Concepts 244

Summary 244

Key Terms 245

Review and Discussion Questions 246

Notes 247

Part Two: Skill-Building 249

Meeting the Challenge 249

Problem-Solving Case: At Pal's, Quality Is All about Service 249

Assessing Yourself: Test Your Personal Productivity 250

Class Skills Exercise: Defining and Measuring Quality of Service 250

Building Supervision Skills: Improving Performance 251

part four | Skills of the Supervisor 252

Chapter 10

Communication: Theory and Modern Media 252



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How Communication Works 254

The Communication Process 254

Hearing versus Listening 255

Communicating Effectively 256

Communicate from the Receiver's Viewpoint 256

Learn from Feedback 258

Use Strategies for Effective Listening 258

Be Prepared for Cultural Differences 260

Barriers to Communication 261

Information Overload 261

Misunderstandings 262

Biases in Perception 265

Types of Messages 266

Nonverbal Messages 267

Verbal Messages 268

Modern Media and Message Types 270

Choosing the Most Effective Message Type 272

Communicating in Organizations 274

Direction of Communication 274

Formal and Informal Communication 276

Gossip and Rumors 277

Part One: Concepts 278

Summary 278

Key Terms 279

Review and Discussion Questions 279

Notes 280

Part Two: Skill-Building 282

Meeting the Challenge 282

Problem-Solving Case: Facebook Answers Employees' Questions with a Chatbot 282

Assessing Yourself: Are You an Effective Listener? 283

Class Skills Exercise: Communicating Effectively 284

Building Supervision Skills: Interpreting Communications 285

Chapter 11

Motivating Employees	287
How Does Motivation Work?	289
<i>Content Theories</i>	289
<i>Process Theories</i>	294
<i>Motivation Theories and the Law</i>	296
Money as a Motivator	297
<i>When Money Motivates</i>	298
<i>Pay Plans Using Financial Incentives</i>	298
<i>Secrecy of Wage and Salary Information</i>	300
How Supervisors Can Motivate	301
<i>Moving Toward Theories Y and Z</i>	301
<i>Making Work Interesting</i>	302
<i>Having High Expectations</i>	303
<i>Providing Rewards That Are Valued</i>	304
<i>Relating Rewards to Performance</i>	305
<i>Treating Employees as Individuals</i>	306
<i>Encouraging Employee Participation</i>	307
<i>Providing Feedback</i>	307
Part One: Concepts	308
<i>Summary</i>	308
<i>Key Terms</i>	309
<i>Review and Discussion Questions</i>	309
<i>Notes</i>	310

Part Two: Skill-Building 312

Meeting the Challenge 312

Problem-Solving Case: Motivating Employees at Tec de Monterrey 312

Assessing Yourself: What Motivates You? 313

Class Skills Exercise: Learning What Motivates Workers 314

Building Supervision Skills: Developing Motivational Methods 314

Chapter 12

Employee Challenges: Counseling and Discipline 316

Challenges Requiring Special Action 318

Absenteeism and Tardiness 318

Insubordination and Uncooperativeness 319

Alcohol and Drug Abuse 320

Workplace Violence 320

Theft of Money, Goods, Time, and Information 321

Social Media Behavior 323

Counseling 323

Benefits of Counseling 324

Appropriate Times to Counsel 324

Counseling Techniques 324

Discipline 326

Administering Discipline 326

Positive Discipline 331

Self-Discipline 332

Troubled Employees 333

Identifying the Troubled Employee 333

Confronting the Troubled Employee 334

Aid in and Evaluation of Recovery 335

Sources of Support 335

Part One: Concepts 336

Summary 336

Key Terms 337

Review and Discussion Questions 337

Notes 338

Part Two: Skill-Building 340

Meeting the Challenge 340

Problem-Solving Case: Suspension of a Sportcaster 341

Assessing Yourself: Can You Distinguish between Discipline and Punishment? 341

Class Skills Exercise: Evaluating Disciplinary Action 341

Building Supervision Skills: Handling Performance Problems 342

Chapter 13

Managing Time and Stress 343

Time Management 344

Understanding How You Use Time 345

Planning Your Use of Time 347

Controlling Time Wasters 349

Stress Management 354

Causes of Stress 354

Consequences of Stress 357

Personal Stress Management 359

Organizational Stress Management 361

A Word about Personality 365

Part One: Concepts 366

Summary 366

Key Terms 367

Review and Discussion Questions 367

Notes 368

Part Two: Skill-Building 370

Meeting the Challenge 370

Problem-Solving Case: Do Supervisors Need “Freedom” to Manage Their Time? 370

Assessing Yourself: How Well Do You Use Technology to Manage Time? 371

Class Skills Exercise: Using Time Wisely 373

Building Supervision Skills: Managing Time and Stress 373

Chapter 14

Managing Conflict, Change, and Politics 374

Conflict 375

Positive and Negative Aspects of Conflict 376

Types of Conflict 376

Managing Interpersonal Conflict 380

Strategies 380

Initiating Conflict Resolution 382

Responding to a Conflict 383

Mediating Conflict Resolution 384

Change in the Workplace 385

Sources of Change 386

Resistance to Change 387

Implementing Change 388

Proposing Change 391

Organizational Politics and Power 391

Sources of Power 392

Types of Power 392

Political Strategies 394

Building a Power Base 395

page xxvii

Establishing a Competitive Edge 396

Socializing 396

Part One: Concepts 396

Summary 396

Key Terms 397

Review and Discussion Questions 397

Notes 398

Part Two: Skill-Building 400

Meeting the Challenge 400

Problem-Solving Case: National Conflict Resolution Center Helps Find Win–Win Solutions 400

Assessing Yourself: What Is Your Conflict-Handling Style? 401

Class Skills Exercise: Resolving Conflict 402

Building Supervision Skills: Exercising Power to Bring about Change 403

part five | Supervision and Human Resources 404

Chapter 15