

A manager is an important asset to the organization. The primary role of the manager is to co-ordinate the work of all the employees in the organization and to bring about the best results that ensures the growth of the organization. There are various roles and responsibilities that managers hold in order to bring about the best outcomes from the employees.

The managers need to understand how the goals are being directed in the organization. He/she should envision the mission and goals of the organization, which is detrimental for the growth of the business. The managers need to communicate the goals properly to the employees and map ways that helps to achieve these goals in an strategic fashion.

One of the most common roles and responsibilities of a manager is to sustain the growth of the organization. The manager needs to scan and analyse the internal and external environment that poses threat on the survival of the business.