

“Speak” As a Method to Drive the New Management Focused On People: Effective Management Tool for Executive

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Abstract

Talk, speech, conversation, communication *-in a word-* the language is a core management tool for the transfer of information, knowledge, values, beliefs and motivations in organizations. Language is the management tool for managerial excellence. Therefore, the issue before us in reflection of this essay, is the need to consider the "Speak as a method to drive New Administration people-centered."

Keywords. Speak, method, language, effective management of management, people-centered management.

1. Introduction

An important topic that has focused the debate on crisis management, - its evolution and current finding is the reference to management schools, whether public or private approach; their methods and their academic products.

As relates to the last decades, International Business Schools have focused on developing its «fetish» product² called “MBA (Master Business Administration)”, regarded it as one of the great weaknesses of the academic system and the practice of administrative management, and focusing primarily on the case method³.

As well noted by Chris Argyris in 1980, is questioning the way in which the administration is taught through the case method, since this method - concerned-, remains in the shadow the student, building indisputable dogmas derived from the practices successful⁴.

Likewise, it is considered that business schools have been strongly marked by social even scientific enterprise level, public, and, in relation to their teaching, with its classic cost approach, and especially their renowned famous case method.

The case method is not the only nor the most effective method for the manager to manage organizations effectively manner. The advantages of this method, an experiential learning, development of critical thinking, judgment and argued more involved in solving the problems cannot deny, but not the «panacea» to solve the core problems of contemporary management.

However, discourse, conversation, communication - in a word - the language is a core tool manager for the transfer of information, knowledge, values, beliefs and motivations in organizations. "Language is the instrument of management excellence manager".

Therefore, the issue before us in reflection of this essay, is the need to consider the «Speak as a method to promote the New management focused on people».

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²Idol worship or object that is attributed supernatural powers, especially among primitive peoples. refer to http://buscon.rae.es/draeI/SrvltConsulta?TIPO_BUS=3&LEMA=fetich [recovery date: 02/16/14].

³ Harvard, Yale, Stanford, and others.

⁴ View. MINTZBERG, Henry, *Managers No MBAS*, 1ª. Ed., Spain. Deusto, 2005, 487 pp.

2. Development

The case method and focus on costs, is ideal for developing the ability to solve problems, but helps define problems and build leadership skills, hence the importance of stimulating intellectual growth of the team of teachers Schools business and Management Schools and intellectual abilities of students and future managers or executives.

In this situation, Robert Donald, Director and Professor, School of Business, University of Michigan, and former professor at Harvard Business School, formed in the traditional system, has his own doubts of absolute advantages of using the method of cases. He states:

«I have much respect for the case study. In fact I learned to use it when I was part of the team of Harvard Business School, which, as everyone knows, is the undisputed "champion" in the subject. However, I recognize its limitations. This is a wonderful method to develop the ability to solve problems and verbal skills of the professionals, but companies are looking for much more than that [...] First, a given body of knowledge; Second, the ability to solve problems, and third major leadership skills».⁵

Thus, we note that the practice teaching, based on action, is what helps to consolidate the first part of learning, hence the programs and curricula of business schools should focus more on research and building capacity for abstraction, analysis and foresight, with real purpose that the pupils with the necessary tools to adapt to the market, and thereby stimulate the growth of their surroundings and troubleshooting short, medium and long term.

The case method, but combined with the development of leadership skills and communication in business student, constitutes a key piece to promote a comprehensive approach in teaching business. Regarding the latter, ie, communication skills are important in determining strategies and decisions, hence the importance of the study of speech in the management.

Organizations that are more productive and more utilities that generate low cost rationalization is undoubtedly the results they generate, are the product of the activity of the individuals within them, there would not exist but these results was due to the human element.

Therefore, it is important that the administration has claimed and as a study to humans, with special emphasis on those aspects that tend to their development, growth and development, a situation that can only be achieved if you know how this guy, how interact with others, how to socialize and how to communicate ideas through speech to achieve the purpose of the group to which it belongs.

«The Language» not only serves to communicate; serves also to create sensations, emotions and positive or negative perceptions in people around us in the workplace, then then the manager or executive is a cornerstone in some part, to boost the performance of their peers, or the reverse.

Language is the management tool par excellence of the management.

By word, we can start building the other's identity, and it actually depends on the opinion of others, to have a sense of «importance» and belonging «... I'll be what the other wants me to be». Hence the identity of the company or organization is taking that identity constructed by the managers themselves or managers in relation to their employees.

It is also important not ignore that the main causes of tension in organizations are: the technical incompetence and personal problems.

Regarding the second of these two elements, ie personal problems, even if they relate to each other in a discursive system, it is important that these problems, in most cases are caused by executives or managers by inadequate communication, so the exchange of information between sender and receiver, is central to the administration, hence the need for one of the elements that make up the common denominator of the profile of successful managers is, increasingly, their ability to establish and develop communicative relationships

⁵ SALIBI NETO, J. (2004). Interview with Robert Dolan. *Business Management*, Volume 4, Number 6, November-December 2004, p. 124-127.

with other people, a situation that must be taken into account in establishing classroom materials focused on the study of this tool for the solution of organizational strategic issues; speech, speech communication in a word as a method for effective management of the executive.

Language and communication are strategic tools to bridge the personal ability of the executive to establish a comprehensive and effective network of relationships, articulating and productive associative links, on the one hand, and the generation of new opportunities, on the other as a result of the skills and abilities of workers.

3. Conclusions

«Organizations of the future» are founded on aspire to create information and communication societies where development is centered on meeting basic human needs and clear social, cultural, economic and environmental objectives. The public or private organizations may not be unconnected with those changes, especially its executives or managers are constantly in search of new methods to better meet their own basic needs, but above all, personal, human or relational needs of those surround and influencers to make things happen, because finally, are what generate effectiveness within the organization.

Therefore, new models of teaching administration should be focused on - no matter the term repeat - teach teachers School of Management and Business, to study the most pressing problems of the world with scientific approaches background and not just flip successful practices that served to solve the problems under certain conditions and phenomena. The formation of multidisciplinary teams theoretically is also relevant for this, but not only to focus on case studies, but also in research and development of people.

The language, developer of people and management tool Executive, must emerge to prepare for the proper handling of this and which becomes a key tool for effective management of organizations, it is therefore important to know this tool not only from its linguistic and semantic connotation, until his performance either in written or verbal form and modeling behaviors that arise with the use of the word, through the meaning that can cause the use of a certain code language written, verbal and body.

Therefore, we perceive promptly, that «speak» should be considered as a methodological tendency to push the new administration focused on people, this is a tool for effective management of the Executive.

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