

MANAGER'S ROLE IN COUNSELLING – A REORIENT PHENOMENON

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ABSTRACT

It is the duty of the manager to keep operations running smoothly throughout the work day. The duties of management have not changed nearly as drastically as the style in which a manager must perform these duties. Probably one of the most important aspects of this task is having the appropriate relationship with employees. Counselling can help reduce frustration, by helping the employees to choose a mature course of action to remove blockages preventing goal accomplishment, or by helping them to reconcile with the reality. Counsellors will have to work with both, the employee and the Management. This task is obviously not one that is simple, nor is there one sure method to implement to insure fluidity.

KEYWORDS: Role, Counselling