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LEADER'S ROLE IN STAFF MOTIVATION

Summary

Rapid and constant changes in the economic and social environment require rapid and constant adaptation to new market conditions. The organizations must constantly monitor their business processes and implement new ones, in order to increase competitiveness, better meet customer needs and survive in the business environment. At the same time, organizations must use different concepts, methods and tools. One of the most important elements of survival support is organizational development and customer satisfaction - this is an adequate link between organizational management and staff motivation. Employees play a key role in implementing the overall business development strategy. The efficiency of business processes and overall success of the enterprise affects the performance of properly motivated employees. All employees are motivated by different things and it is critical to understand what drives each person in the team. Sometimes the organization is not able to motivate employees financially, and the classic intangible incentives are irrelevant. The leader-manager is called to be the key link between the financial success of the organization and the motivation of employees.

The article considers the concept of motivation and leader-motivator. There is determined, leader-manager's role in the team, which combines the function of the leader-motivator. Analysis of ways to motivate staff in successful companies, allowed identifying the main approaches to motivation that can be used in domestic organizations. The main components of the leader-manager, with the help of which the organization successfully develops, are considered. It is stated that in addition to the intellectual level of development, the leader must have emotional intelligence and vital energy.

It is proven that a leader is a person who is endowed not only with job descriptions and responsibilities. A successful leader is an individual who has internal qualitative competencies and performs the function not only of a leader-manager, but also of a leader-motivator. The offered approaches of the personnel motivation by the leader will provide not only achievement of the organization purposes, financial stability but also in crisis situations will keep a powerful team of professionals.

Keywords: leader, leader-motivator, competence motivation, personnel motivation, personnel management.

Number of sources: 15; number of tables: 1.

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