

SOCIAL AND PSYCHOLOGICAL FEATURES OF PERSONNEL MANAGEMENT

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The staff is the very foundation on which the success of the company is based. Personnel management implies the skillful management of the activities of employees, ensuring the development and profitability of the enterprise. Management can be considered skillful and competent in the case when each employee of the company applies his abilities and skills for the best performance of his duties, is interested in the high results of his work and retains the desire to work in this particular company.

Unfortunately, there is no reason to expect employees to be productive without any kind of guidance. It is possible to ensure effective management by the leader who knows perfectly the psychology of a person and the methods of managing a team. Managing people is not an easy task, which is why managerial psychology is so in demand today. In order to awaken and keep the desire of each individual worker for productive activity, it is necessary to be aware of his individual needs and aspirations, it is necessary to provide decent pay for his work and favorable working conditions.

The psychology of managing people is considered a separate section of psychology. She studies the patterns that arise in management activities. The basis of science is a comprehensive analysis of the conditions that exist in a particular company. After that, it is possible to determine the features of work and the choice of methods for improving labor productivity.

Management psychology deals with the problems of matching the working team to a particular company. Science is aimed at studying the psyche of workers. Having knowledge in management psychology, an HR manager can give a mental description of the work and management process, analyze and name the skills and qualities that are necessary for successful managerial activity.

Like any modern science, management psychology is concerned with the accumulation of data. In this case, we are talking about the nature of the impact of one person on another, a group or society as a whole. The purpose of collecting



information is to understand and explain the mechanisms underlying such impacts, as well as to find ways to improve processes.

This is the only way to create a base conducive to the realization of the potential of employees. And you also need to direct the team, set goals and objectives for it, monitor and evaluate the activities of employees - to solve all those issues that management psychology considers.

The needs of modern business in psychological knowledge have prompted professional educational institutions to expand curricula designed to train specialists. Management psychology has become a compulsory discipline in many faculties related to organizational and financial management. Management psychology is studied by students who have chosen professions focused on working with people. In addition, a separate specialty "Psychology of Personnel Management" was singled out, which provides training for specialists for the integrated solution of problems related to the personnel resources of an enterprise.

The new specialty "Psychology of personnel management" attracts not only school graduates, but also people who already have a professional education. Working with people is characterized by creativity and diversity, which attracts many people. Managerial psychology is also of interest because it suggests how to pick up your key to an individual, which could launch the development of its potentialities.

The psychology of management emphasizes the importance of the personality of the manager himself in the process of personnel management. Anyone who undertakes to manage a team, even if it is a small group, must have a whole set of qualities. The fact that employees want to see their leader as an intelligent and wise person, capable of not only realizing the benefits of the enterprise, but also opening up new prospects for employees, no longer seems new to anyone. The leader must be able to interest employees in new ideas, must know who can delegate authority, and where to establish tight control, when you can entrust decision-making to a subordinate, and in which case take direct part yourself.

Managerial psychology singles out a group of individual characteristics of a leader that play a particularly important role in improving his managerial skills and effective interaction with staff. The most significant are:

- Attentive attitude to each employee;
- Ability to listen and hear the employee;
- Availability for any employee of the company;
- The ability to accept the help of subordinates where their competence is higher;



- The ability to fairly evaluate the activities of subordinates in accordance with their contribution to the common cause.

Management psychology considers such important issues as motivation and stimulation of employees. If an employee has a significant motive for professional growth, and the company provides him with a narrow range of responsibilities for several years of work, then such an employee will quit. Such reasons for dismissal are due to managerial errors. To prevent them, you should study the motives of each employee and manage employees so that each of them is in his place.

Managerial psychology pays considerable attention to the placement of personnel. The business goes through several stages of development, includes various projects, so it is extremely important that at each stage those employees are involved in the implementation of tasks, whose style of activity corresponds to the scale of the tasks. So, when launching projects, active employees are needed who are ready to learn new things. While in order to maintain stable operation, the enterprise will need analysts who are able to effectively cope with routine duties.

The psychology of personnel management is an actively developing practice-oriented science. It equips with effective management methods that allow creating favorable conditions for the maximum development of human potential, which, in turn, is the basis for the development of the enterprise.

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