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TEAM MANAGEMENT AND STAFF MOTIVATION

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Nowadays, the ability to effectively manage a team and motivate staff is a key success factor for any organization. Successful managers know that their Team is not just employees, but a united force that is able to achieve the highest results through coordinated actions and interaction.

The foundation of effective communication thrives on an authentic curiosity in individuals. Demonstrating a sincere interest in those around us leaves a lasting impact. People are naturally drawn to those who genuinely engage with them, showcasing a concern for their personal victories and career challenges. When we show a genuine interest in others, it sparks reciprocity, fostering a culture of collaboration, trust, and uplifting interactions within communication.

As leaders, we navigate the realm of managing a dynamic group of individuals. We want coherence, creativity and teamwork. The opposite of this is slave labor but it is ineffective. And there are 3 skills that allow you to manage the team as much as possible

The ability to demand solutions from their subordinates. For example, when a person from the team comes with some question or problem, it is right to demand to act as he would do it from his point of view. Require subordinates to plan their own work independently. The task of the manager is for the employee to come with a plan, then check it to see if it meets the standard and approve it.

Set long-term goals. That is, set goals for a month (or more). What kind of results should we achieve, what kind of growth should be attained.

Of course, the interests of the company should be in the foreground for the manager. However, the interests of the staff must also be taken into account. It is good if harmony or at least a balance of interests is achieved. An attempt to solve the interests of the company at the expense of the interests of the staff is futile. This will lead to psychological disorder and economic collapse.

When it comes to engaging with others and fostering effective communication, it's crucial to avoid imposing one's views and work style on subordinates. Suppressing their creativity, breeding suspicion and distrust, resorting to authoritarian tactics, disregarding or micromanaging their work, perpetually expressing dissatisfaction with their efforts, resorting to harsh remarks instead of constructive feedback, engaging in tedious lectures instead of meaningful guidance, and instilling fear as a management approach – are all behaviors that should be deemed unacceptable. Managers are responsible for the moral climate in the organization. Management sets a kind of loyalty boundaries in relation to violations, even if they seem necessary for the good of the company. Employees should show loyalty to the company in a competitive environment, but their actions should not go beyond certain limits of law and morality.

One of the mistakes in team management is comparing employees with themselves, for example, saying: I can, so can you. People from the team, sometimes do not have any experience, skills and knowledge yet. Thus, you can lose most of your employees.

The next mistake, which is quite often observed in companies, is the idea of a family, that is, everyone treats each other as close people. Yes, it may create some kind of atmosphere, but it prevents you from achieving your goal. You need to have the right distance, because if you break it, a person will think that he has certain indulgences because of close communication.

Staff motivation is one of the most important factors in the management of the staff. The effectiveness of teamwork depends on this. In today's world, where competition in the labor market is high, employers are constantly looking for new methods of motivating their employees. After all, motivation is a key factor in achieving the success of a company, as it directly affects productivity, quality of work, employee satisfaction and, ultimately, the profit of the organization.

Most often, when we are told about motivation, we start thinking about money, but this is not always the case. Of course, material resources are always needed by everyone, but besides money, people want something else. People at work spend half their lives or even more, it is important for them to understand that they are here only for money. They want to feel comfortable and know that if they work well, they will have bonuses.

One of the most effective ways is to talk. That is, you can arrange a meeting with employees where you can find out what stimulates them, how to encourage them.

Well, in general, there are two types of remuneration:

1) internal - occurs during the very process of work through a sense of the importance of their work. This remuneration includes various types of incentives, such as recognition of the merits of employees, the opportunity for professional growth, flexible working hours, corporate events, etc. Such motivation methods allow employees to feel valuable and meaningful to the company, which helps to increase satisfaction and loyalty to the employer.

2) external - salary, promotion, symbols of official status and prestige. Monetary remuneration is one of the most effective methods of motivating employees, as it provides a direct link between work results and wages. However, this method may not always be flexible enough, as it increases the company's costs and may lead to employees neglecting the quality of work in favor of quantity, as I wrote earlier

Staff motivation is an important aspect of personnel management, which requires constant attention and analysis from the company's management. Various methods of motivation, such as tangible and intangible incentives, creating a favorable working atmosphere, participating in decision-making, feedback, training and development, corporate culture, setting realistic goals and a healthy working atmosphere, can be used to increase productivity, employee satisfaction and, as a result, increase company profits.

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THE CONCEPT OF IMAGE

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An image is a purposefully or spontaneously formed impression, representation of a person, of an object or phenomenon designed to have an emotional and