

KEY FACTORS OF EFFICIENT ORGANIZATION MANAGEMENT

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Abstract: Issues of efficiency of organization management are examined in the article. Aggressive competition between companies; what's the difference between manager and leader; who is a leader; personal qualities of strong charismatic leaders etc. Particular attention is paid to the question of possibility to become a leader or to be born a leader.

Keywords: definition of leadership, manager, leader, competition, organization development.

Leadership. What is the essence of this concept? Is it really important and necessary in a particular professional field? More importantly, whether companies need leaders? This main question was relevant at all times, but nowadays, when the modern world has the highest dynamics of growth and development ever, the answer is vital to the vast number of companies. Competition between many of these companies is growing every day and forcing organizations to take more and more steps in order to stay afloat and trendy. Some people act clearly, skillfully and effectively promoting the successful introduction of new ideas and getting a good profit (20 great quotes about leadership [сайт]. URL <http://www.forbes.ru/forbeslife/obrazovanie/239351-20-velikih-tsitat-o-liderstve>). The others can not keep up with the rapidly changing world of business, they can not withstand such harsh rules of the game and are subsequently eliminated from it. These two situations are similar: both companies are the start-ups and have comparable financial support from investors. So what is the reason? Why do the equal organizations often go on radically different ways of development? Definitely, the thing is in the deep essence of the company, its ideology and principles of the corporate culture it holds. Relationships between staff, team feeling, common ambitious objectives, enthusiasm of the staff and actions structure for achieving certain results. It is far from the full list of factors that have a primary influence on the situation in the company, or factors that determine if the company will develop along the descending or ascending line or fall into stagnation. For the proper and adequate control of these factors, for the most effective coordination of joint actions of each team, even the most top-notch professionals in their field, they need a leader. But first of all, we need to figure out and understand who this leader is that can inspire others to win (Federal educational portal of the ESM [сайт]. URL <http://ecsocman.hse.ru/text/19194712/>).

According to Maximilien Robespierre, one of the leaders of the French Revolution, leader has two important features: first, he goes somewhere, and second, he can lead people.

If you ask an ordinary person, who a leader is, he is likely to respond that it is the one who is the strongest among the others, the one who is ahead of the others sitting on a white horse with a sword and ready to lead people. But is it really so? If to refer to the wild nature, the leader by definition is the most powerful individual. Leader of the pack always gets the best piece of meat. Until he gets it, others are not allowed to take anything. The same we can find in primitive institutions of the human world, where the power decides who the boss is here, who's in charge. For example, army or prison, but, of course, this is not always the case. So the question arises what the strength of a true leader is. Essentially, the term can be determined as a productive power of a group of people, generated by a strong leader (Radislav Gandapas about the basis of leadership [сайт]. URL http://www.youtube.com/watch?v=HDF9_Gp2hRs).

Sir Raymond Lygo, Chief Executive of British Aerospace, was quoted as saying, 'Leadership is the art of getting from people more than they think they are capable of giving.'

The power lies in the ability to arrange the case in the better way to obtain the best result. According to one of the best business coaches in Russia of our time Radislav Gandapas, a leader is not

the one who is stronger than others in their team, but the one who can make them strong. The above statement of the CEO of the British Aerospace company proves this. For example, an experienced football coach in a team of young and energetic athletes is the leader, but that does not mean that he has to play football better than the rest of the team. His goal is to make the work of players more productive, to join common efforts to achieve the goal. Many people would immediately raise the question, "Why do we need a manager? It is his task to unite the people's efforts to achieve this goal, isn't it?" (What leaders really do., Best of HBR [сайт]. URL <http://www.youtube.com/watch?v=GU-ndaE1dfM>)

The answer to this question can be found in an article by George Ambler "Leaders vs. Managers Are they really different?" The English verb "to manage", which the word "manager" is derived from, has such meanings as to execute, to take responsibility and to lead. But the English word "to lead" has such meanings as to influence, to guide, to set a course and to act. Vouren Benis in his book "The Growth of a Leader" examines the differences between a manager and a leader:

- Manager runs, leader creates;
- Manager imitates, leader establishes;
- Manager supports, leader develops;
- Manager focuses on the structure and system, leader focuses on humans;
- Manager relies on control, leader relies on trust;
- Manager asks how and when, leader asks what and where;
- Manager does things right, leader does the right thing. (Leaders vs. Managers..... Are they really different? [сайт]. URL <http://www.leadersandmanagersgroup.com/wp-content/uploads/2011/09/GG-LandM-Additional-reading.pdf>)

Consequently, we can conclude that leadership and management are two different systems, but at the same time, they are complementary. They both are necessary for success in the complex and volatile business environment. Management is needed to resolve difficult situations, as well as for monitoring and managing the organization, i.e. to maintain the efficiency at all levels. Leadership is needed to develop the organization, see a clear future and go for it, coping with the emerged problems. Generally speaking, you need to be a good leader, and after that only to be the manager, because, first of all, you need to know "what and why" and then "how and when." And very often when people are learning about the wonderful opportunities and great prospects which leadership gives to its beholders, they're asking, "Are leaders are born or made? Can I become a leader? ". (What leaders really do., Best of HBR [сайт]. URL <http://www.youtube.com/watch?v=GU-ndaE1dfM>)

There is no an unambiguous answer to this question. History knows the names of many individuals informally referred to as leaders. These are such prominent figures as Julius Caesar, Abraham Lincoln, Joseph Stalin, Alexander Suvorov and many others. Each of them is unique. But all of them have one thing in common. Each one had its own inimitable set of personal qualities that together created those strong charismatic leaders, known all over the world up to now. But it does not mean that each of them was born a leader capable to change the world, as he was naturally gifted with all necessary qualities for this social mission. No, here's the fundamental role was played by practical training aimed at developing the already strong personal qualities and skills, multiplying them each leader develops his own strategy behavior. Then it is implemented in society with gradual improvement and refinement of details. Based on the above stated, it can be concluded that it's possible to become a leader. (What is leadership [сайт]. URL <http://www.xapaktep.net/virtues/roman/authority/desc.php>) But it's required a personal decision to become a leader. According to the already familiar business coach Radislav Gandapas, "A man chooses to be a leader or not to be. He decides by himself weather to go for a new unknown, interesting way, creating your life, or slowly climb up long-trodden path." (Radislav Gandapas about the basis of leadership [сайт]. URL http://www.youtube.com/watch?v=HDF9_Gp2hRs)

So, finally to complete the full picture of a good leader it's necessary to highlight the main points of what a true leader should do. To live an exciting life, full of events and ideas, goals and plans for their implementation. To keep the word. To head a certain group of people and take responsibility for the actions of each member of the team. To influence the behavior of the others and take the initiative in your own hands. Consistently go to the specific objectives and lead the team to new heights, to be prepared to stressful situations, taking the best solution every single minute, being a

competent person in their professional activities. All life is an integral part of a true leader whose strength lies in the strength of the team which he has created.

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