

**THE INFLUENCE OF MANAGEMENT COMPETENCE ON THE
EFFICIENCY OF AN ENTERPRISE**

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Abstract: Such problems as competence of efficient managers and the result of a good manager's work have been discussed in the article. Different categories of skills including technical and conceptual skills are being under discussion.

Keywords: interpersonal, communication, decision-making, motivation

The influence of management competence on the efficiency of an enterprise. Management skills are a kind of certain abilities or skills that a leader must have in order to effectively perform specific tasks in an organization. They include the performance of organizational duties, avoiding crisis situations and quickly solving emerging problems. Managerial skills can be developed in two ways: through training and through practical experience as a manager. These skills help the manager communicate with his work colleagues and be able to properly approach his subordinates, which ensures an easy and efficient flow of activities in the organization.

Good management skills are vital to the success of any organization and to the achievement of its goals and objectives. A manager who constantly develops and improves his managerial skills is able to move the mission and vision of the company or business goal forward with the least possible obstacles and objections from both internal and external sources.

Management and leadership skills are often interchangeable as they both involve planning, decision making, problem solving, communication, empowerment and roles, and time management. Good managers are almost always good leaders.

In addition to leadership, an important role of the manager is to ensure that all parts of the organization function smoothly and effectively. Without such integration, some problems will arise and failure will definitely occur. Management skills are critical in all sorts of jobs and at various levels in a company, from senior management to middle management and first-level managers.

According to the American social and organizational psychologist Robert Katz, the three main types of managerial skills are:

Technical skills - includes skills that give managers the knowledge and ability to use various methods to achieve their goals. These skills include not only working with machines and software, production tools and equipment, but also skills that increase sales, develop different types of products and services, and promote these services and products.

Conceptual skills - These include the skills of managers, presented in terms of knowledge and the ability to think abstractly and formulate ideas. Thanks to these skills, the manager can see the whole concept, analyze and diagnose the problem, and as a result, find creative solutions. This helps the manager to effectively anticipate obstacles that his department or business as a whole may face.

Human or interpersonal skills - skills that represent the ability of managers to effectively interact, work or communicate with people, that is, with their team of subordinates or management. These skills allow managers to use the human potential of the company and motivate employees to achieve better results. A manager with these skills can be the difference between a confused, frustrated, and underperforming team and a team that is productive, motivated, and driven to achieve great results.

The business is made up of people of different age groups, different backgrounds and with different ideas about how to work correctly. This means that different groups in your business will need to be motivated by different things in order to perform best in certain areas.

To ensure that the potential of each member in a team is maximized, managers must develop a set of people management skills. This is necessary not only to motivate each team member, increase productivity and staff morale, but also to support and reduce stress in times of change, disruption or uncertainty, instability. Since all this must be aligned with individual career and company goals, having a wide range of people management skills that can be used for different people and different situations is the only effective way to achieve this. In general, manager-employee relationships are positively influenced by strong people management skills. By using and developing the right management skills, you can give your people the support and motivation they need to work, grow the company, and take on new challenges.

A project manager may not have actual power over people. But the ability to ignite the team, to show interest by personal example, will help the leader to lead the team behind him.

Charisma is the key to a successful leader. A prime example is Steve Jobs. He liked to give his employees impossible tasks. Despite the fact that employees admitted that it pissed them off, at the same time it prompted incredible feats: Steve Wozniak, at the request of Jobs, made the Breakout game in just four days, although he had previously assured that it would take months. “We did the impossible because we didn’t understand that it was impossible,” said Apple employees.

The most important skill for a project manager is communication. On duty, you need to communicate a lot: with the client, with the project executors. The success of the case depends on how the manager presents information on the project.

An experienced project manager knows how to build a dialogue in a team and can

correctly set boundaries: the line between friendly relations and familiarity is very thin. The modern project manager is a professional who is always open to new information. He is able to change the approach to project management if the business requires it. He is not afraid to make mistakes and learn from them.

Dozens of tasks are under development within the framework of the project. A manager who has the skills of delegation will never burn out because of deadlines, because he knows how to concentrate on the main tasks. He gives part of the work to others, saving work and personal time.

Project manager skills imply the ability to negotiate. The results of the project directly depend on how the negotiations go.

Fortunately, this skill can be developed. Seminars, expert advice and books will help. Here are some tips from Jim Camp's best-selling book: *How to Negotiate*: "Each question must be formulated simply, asked slowly and carefully listen to each answer, because this answer is the foundation of the next question"; "Imagine asking questions, taking notes, and being in perfect control of yourself. Imagine that you are relaxed, not bound by any expectations, do not feel need and fear - this means that you have freed your mind";

«Never push a deal. Even if you "squeeze" the client and he signs the contract, this will only mean a lot of problems and dissatisfaction at the next stages - and again negotiations, again "pull" the client.»

Project work is dozens of processes: it is easy to switch from one to another. The ability to plan work and personal time is also an important skill for a project manager, which directly affects the result of work.

You know the whole wrong side of the project, cope with time management, know how to negotiate, but something still went wrong. Some of the subordinates missed the deadline, the customer changed the T3. There are reasons for stress in any project, and they may not depend on you. But your reaction is subject to you. The project manager must be able to pull himself together and deal with a stressful situation.

It is important to understand the product. If the client sells dairy products, visit the factory, study the processes: understand the relationships in the business, what happens behind what. It is not enough to understand yourself, you need to convey this understanding to the team. The project manager must be well versed in any area with which his work is connected.

The ability to relax and have fun is a useful skill in the arsenal of a project manager. If employees enjoy their work, then motivation and performance improves. There will always be funny moments in the process that you can laugh at without losing your way.

If the above qualities can be developed, then the ability to organize is more an innate skill of a project manager. A good project manager has certain personality traits that help to carry out complex work.

Self-confidence is an equally important personal quality. This gives rise to confidence in the result of their work. The project manager must overcome any obstacle in order to achieve results. The project manager may be on staff, or may be a freelance contractor.

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