

LEADERSHIP AS AN EFFECTIVE MANAGEMENT TOOL

In modern society traditional management principles lose their efficiency. Sometimes the most valuable workers leave the organization because they do not want somebody to manage them [1]. Along with this they demand some special attitude. In this case some questions appear like: how to manage successfully? How to motivate the team to work efficiently? How to reach the set goals without diving deep into the conflicts?

The founders of the first leadership concepts are L. Bernard, V. Binham, O. Theed, S. Kilbourne, G. Jucle, E. Giselli, R. Stogdill, U. Bennis, K. Levin, M. Woodcock, D. Francis, Z. Freud and others.

The essence of the leadership concept in the studies of management laid in the managerial interaction between a leader and his/her followers, based on the effective combination of different sources of power, which directed on the motivation of people to achieve the set common goals [2].

From now on leadership will be viewed on the basis of generalized opinions on this concept and will be considered as the process of making a person as a center of all the processes, happening in the organization, authority, that can influence on the efficiency of the organization activity, “fugleman of the firm” [3]. Thus, leadership is an ability to make an influence on separate individuals or groups, directing their strengths and efforts to achieve the goals of organization.

The concept of leadership is tightly connected with the term of leader of organization. N.A.Petrov formulated this term as an person, which effectively conduct formal and informal management and leadership. In this case, leader of organization is understood as a special type of social leader, for whom the definite social and psychological characters are inherent [4]. Along with this leader of organization fulfills the range of function as goal setting to the other

workers and finding the sources for their fulfillment, motivation of the followers to the certain type of behavior, orientation and direction to the common goals, formation of the single reality perception and norms of the organizational culture [5].

We need to stress that the phenomenon of a leader of organization is presented by three mechanisms: formal structure of organization, in which leadership is viewed as a right on authority defined by the norms, which determines the position of a leader in the strictly outlined scope of activity; informal structure – factual recognition of this right in the business sphere from the sight of subordinated, which is related to the characteristic of the leader, who occupies formal as well as informal position [6].

In some definitions leader is viewed as a member of a group, who has authority or prestige. Authority (from Latin-influence) is an influence of individual on the basis of an occupied position, status etc [7]. The concept of authority in psychology usually coincides with the image of the leader and boss [5]. That is why, the term “leader” and “manager” must be separated in mind.

The main qualities of the leader comes from his soul: ability to dream, creativity, innovation, determination, imagination, tendency to experiment, self-power possession, etc [8].

On the contrast, the main qualities of the manager comes from his mind: perseverance, ability to inspire people, problem solve ability, analytical type of brain, ability to stabilize the situation, official power possession, etc.

Ideal combination for the leader is a mix of two kinds of power – personal and organizational, and the most representative features of an effective leader are prospective vision and strategic goal setting, creativity and sensitivity to changes, purposefulness and ability to learn “whole life long”, resoluteness and organizational discernment, initiative and social proactivity, charisma and tendency to cooperate [9].

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