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PERSONAL IMAGE OF A MODERN LEADER AND HIS PSYCHOLOGICAL FEATURES AS THE BASIS OF EFFECTIVE MANAGEMENT

In modern society, an important factor in increasing the efficiency of any company is the professionalism of its personnel and, of course, of its head.

Therefore, it is extremely important that the head is not only formally elected, but also a leader who is able to support the sustainable development of the company and ensure its growth in the future. Leadership traits of the head as an organizer determine the success of his organizational abilities and require him to skillfully combine his own and collective interests in his work.

A leader is a person who is able to inspire and guide people and their emotions into the space of creativity. The relationship between the leader and surroundings should be viewed from the position of “resonance”. It means that it is necessary for the leader and followers to stay on the same wavelength, due to which the members of the group will be surrounded by a creative atmosphere, as a result of which the potential and professional level of each person, as well as the percentage of most effectively solved problems, will increase.

Leadership potential is a socio-psychological personality trait that reflects both situationally conditioned and independent of the situation ability of an individual to successfully implement the leadership. The level of the leader's leadership potential is determined by the degree of development of his individual (abilities, personality traits, values) and universal (experience, skills, leadership styles, role repertoire) components.

In leadership psychology it is well known that the authority of a leader has a great importance for the successful management of any social system.

The initial step for acquiring the authority of any leader is the image, therefore the sphere of technologies of forming the leader's image has become especially popular.

The image is a set of qualitative attributes that are associated with a particular person.

According to scientists, there are several groups of components of the image. First of all, these are the personal characteristics of the leader, which include physical and psychophysiological characteristics, character and personality type, individual decision-making style, etc. The second component is “social characteristics”. This means the status of a leader, associated not only with his official position, but also with origin, wealth, and the like.

Personal image is a set of internal and external factors that represent self-image: the image that is perceived and the required image. In general, image is a complex concept. The individual should feel comfortable in his “shell”. Otherwise, the feeling of discomfort and nervousness that the bearer of the image feels can be transmitted to people around him.

Therefore, when forming an image, it is worth to base on real personal characteristics, namely: temperament, character, appearance, family, children, favorite animals, hobbies, etc. Each of these characteristics has a different effect on the formation of the personal image of the leader and also lends itself to conscious design. Of course, the personal characteristics of each individual are different, with most of them almost impossible to change.

To form the image of a leader, it is necessary to clearly form a model of behavior. A behavior model is a system, a stable complex of external influences that support a certain image.

The behavior model directly depends on 3 factors:

1. Expectations of surroundings;
2. Requirements of the organization;
3. Personal qualities.

When starting the goal of forming a personal image, the leader must form his own model of behavior. This involves comprehending and constructing their actions, which create or maintain a certain image for others.

The leader is required to mobilize all his intellectual and psychological abilities.

The image intertwines such components as:

- physical (neatness, health, style, hairstyle, makeup, clothing);
- psychological (character, type of temperament)
- social (role in society, demeanor and communication).

Image plays an important role in business and personal relationships, makes it possible to be accepted and understandable for others, it reflects the abilities and moral qualities of the individual.

There are several basic components of a personal image:

- appearance. The appearance of the leader, the way he/she dresses - all this should make a favorable impression on the target audience (large or small);
- special skills that the candidate must have: oratorical skills and the ability to conduct a public discussion;
- the score of gestures, in a broader sense - the behavior of the leader

during public speeches and discussions.

In order to form a qualitatively positive image of a leader as an effective head of an organization, it is necessary to highlight the main components of the social and personal image and socio-psychological factors that affect the formation of the leader's image. These characteristics define the essence of the image. A positive image is determined by the similarity between individual characteristics of a person and universal values.

Life and professional management experience determines the authority and image of the acting leader, with the help of his inner qualities and traits, as well as desires and actions.

Only energetic strength, a successful combination of spiritual qualities, material and moral principles are the basis of the image and authority of the leader.

Implementation of the leader's life mission creates authority and respectful perception of the leader's personality on the part of his subordinates and partners.

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ВПЛИВ СУЧАСНОЇ ПАНДЕМІЧНОЇ СИТУАЦІЇ НА ПСИХОЛОГІЧНЕ САМОВІДЧУТТЯ ОСОБИСТОСТІ

На жаль, сьогодні весь світ опинився в полоні COVID-19 – кількість інфікованих зростає щодня, це лихоліття не оминуло й нашу країну.

Під час карантинних заходів психічний стан кожної людини значно погіршився. Пандемія – виклик не лише для нашого фізичного здоров'я, але й для психологічного [1].

Всесвіт переживає період тривалого карантину, очікування локдауну, страху, суворих обмежень, невизначеності, економічних проблем, втрати роботи, зниження соціальної активності, браку спілкування – все це