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## ***ПЕРШИЙ КРОК У НАУКУ***

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## **“METHOD OF PSYCHOLOGICAL INFLUENCE ON EMPLOYEES”**

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Have you ever noticed how often, apparently, without any reason, the employees of the organizations are dismissed or stop working effectively? The managers often face this question and it usually takes a lot of time to solve it. I will try to answer and offer the solution.

Each organization, which has been stabilized in its market, has its own formed staff, and hence the psychological climate in the team has been created. An uncomfortable atmosphere restricts the development and causes ineffectiveness. Just understanding of this problem by a manager is a good beginning and the reason for applying the methods of psychological influence on employees to improve the situation.

For example, the Google team has a department and special staff, which on the eve of the anniversaries of the world level (the birthday of a famous physicist or World Animal Day), changes the look of the Google search line according to the chosen theme of the holiday. There is a problem that the team does not prepare projects for a long time. As there are excellent wage and all necessary working conditions, the creative team justifies this issue as a temporary lack of creative ideas. How should the administration approach the problem?

Firstly, it is important to convey the problem issue to the staff correctly. It is not necessary to use methods of accusation to stabilize the situation quickly, because criticism is badly perceived by a creative group of people. On the example of leader's experience as for “creative crisis”, the employees will understand their own situation. Secondly, the further story of the manager, about how he has come out of the “crisis”, can inspire the staff to move on. Thus, the demonstration of the problem by own example, and the changed approach of a “strict leader” often improve the psychological climate. The next step is the conversation with an informal leader (a person who thanks to the respect to himself can influence the events, decisions in the team). Its purpose is to determine the problem aspect of the psychological climate. Usually, this type of problems is caused by interest groups, which makes the harmonious work of the team impossible; by conflict situations between some individuals; by the

problems of adaptation of some members or by struggle for a special place in the team.

After determining the factor, which has led to a violation of the team activity, it is necessary to find effective methods for its elimination. The “Opposite Day” can belong to such methods. This day the employees of one team can feel the advantages and disadvantages of their colleagues. In addition, this measure allows to reveal possible creative skills and greater potential of workers in another field. Establishment of the corporate event “Day of Reconciliation” can be another method of resolving conflicts. This day everyone can remove psychological stress and forget about problems and routine, discuss their decisions in an informal atmosphere, which will lead to a rapid consensus. In addition, it is useful for the staff to be involved in seminars, trainings that will greatly expand the vision in their activities. The discussion of the new experience during non-working hours arranged by the administration will also bring together all team members. I also consider such method of influence as the creation of activities to bring participants together for more effective work (finding common interests, topics for discussion, etc.) to be effective one.

The main thing is the presence of the manager’s desire to find not radical methods of solving the problem (firing of employees, reduction of wages), but to identify the creative methods of influence both on the entire staff and on each specialist. The manager, in the modern understanding of management, is a person who stimulates the staff to achieve results, but not demonstrates his power strictly. Creative cooperation and initiative of both parties (staff and a manager) will ensure higher labor productivity, than in case of applying only strict and radical methods of influence.

Thus, the main methods of psychological influence on employees should be: the demonstration of problems based on own experience as it is better perceived by the team; application of creative approaches to solving problems; change of the manager’s image from the “strict boss” to the person “who controls and helps in problem solving”.

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