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The Pursuit of Effectiveness

In 1954 Peter Drucker selected seven main qualities that, to his way of thinking, characterize the high-grade management and management efficiency of organizational systems. They are: action, economy, the quality of produce, productivity, the quality of manpower's lives, profitability and innovations. The categories Mr. Drucker determined are still working today for the evaluation of efficiency in different companies. However, those aspects remain popular thanks to the studies held 30 years later in 1982 by Tom Peters and Robert Waterman. Those studies provide the efficiency of management for more than 50 top American corporations and are presented in a scheme called "7-C".

The first part of the scheme is about the *structure*. The best American corporations consist of a small number of employees and very few levels of operation. Moreover, the addition of one more level leads to the disturbance of the correlation in a company.

Both formal and informal procedures and processes in an organization are combined in a *system*. More than 10 years ago a trade company "Intel Core" only by simplifying 153 kinds of work procedures and cutting them by half had eventually saved 2.5 million dollars.

The *symbolism of behaviour* defines the type of management that a managing director uses. For instance, what would he/she prefer: to judge or encourage his/her employees? What are the most important features in the system of awards and how do they influence the quality of labour?

The *composition* of workers affect the success of the company. Thus, it is highly important to choose the right applicant as experience, education and skills play the major role in his/her quality of work. An untrained worker usually spends plenty of time and energy trying to accomplish the task he/she is unable to do.

Common values appear in the loyalty to a certain company and the responsibility to society. Those values create the positive feeling of confidence.

A *strategy* helps a managing director to distribute a certain amount of resources in order to reach the long-term goals and to see the future of the company respectively. The strategic way of thinking is the investment to the future.

To summarize, all aspects of the efficiency of management mentioned above conclude the specific sum of effective skills that help to build a high-quality management for the director of a corporation.