

IMPROVING THE METHODS OF PERSONAL MANAGEMENT

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In the conditions of modern business, where competition is growing every day, the personnel management strategy is becoming a key factor in the success of the company. The personnel of the organization are the most difficult object of management. Unlike tangible assets, people are able to make decisions independently and assess the requirements imposed on them. In addition, the staff is a team, each member of which has its own interests and is very sensitive to managerial influences, and the reaction to them is often difficult to predict.

Despite the fact that from the point of view of management, the main goal of the business is to make a profit, modern theory and practice of personnel management pays considerable attention to the need to meet not only the material, but also the social needs of employees.

Personnel management should be systemic in nature, that is, a coordinated approach is needed to all areas of the formation and regulation of the company's personnel: recruitment, placement of senior personnel, training and advanced training, selection and employment.

There are many existing HR management strategies, but how to improve these concepts?

1. Understanding the needs of the staff. The first step to improving HR management is to realize the needs and expectations of employees. This can be achieved through surveys, focus groups, or individual conversations. When a company understands what is important to its employees, it can adapt its management strategy to meet these needs.

2. Leadership development. Leadership is another important element of the HR management strategy. Companies should develop their managers and train them in effective management. Leaders must be able to motivate their employees so that they can successfully complete their tasks and adapt to market conditions.

3. Employee motivation. Motivation is a key factor in the personnel management strategy. Companies should create a motivation system that will encourage employees to achieve better results. This can be achieved through a system of rewards, recognition of achievements and career opportunities.

4. Development of flexible working conditions. Modern employees value flexibility in their working conditions. Companies can provide the possibility of remote work, flexible working hours or personal work for a while. This will help to improve the balance between work and personal life of employees, which in turn will increase their productivity and job satisfaction.

5. Analysis of the results. In order to improve the HR management strategy, companies must constantly analyze the results of their actions. This can be achieved through employee surveys, analysis of performance and efficiency indicators, as well as monitoring changes in market conditions.

In general, improving the HR management strategy is a continuous process that requires constant attention and improvement. This is the only way companies can achieve success in the conditions of the modern market and exist as the most attractive and profitable ones.

References

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