



Picture 1 – Research results. Source: author's development based on a survey  
Source: Own elaboration.

Despite the fact that creativity closes the top three characteristics, according to respondents, it determines the development and growth of a company. Launching new products on the market is due to the creativity of a manager and his ability to use management skills. In order to develop a new project, a manager must not only have creative abilities and thinking, but also skills to encourage initiatives and new ideas from his subordinates [2].

In this way, the research shows desired human qualities of a manager of an organization of any form of ownership. Every manager is an individuality [3]. It will be wrong to say that everyone should have the above qualities. For example, personality traits such as sincerity and tolerance, which are professionally important for a manager, are not entirely adequate to the company's accountant, and the ability to perform routine work will distinguish the manager in the bureaucratic management system from a manager of a commercial enterprise [4].

**Conclusion.** The presence of competence, creativity, and other managerial qualities mentioned above would greatly facilitate work of subordinates and improve the performance of an organization as a whole. Self-improvement and creative growth is the key to the success of a manager in an organization, where people, conditions of their activities and requirements are constantly changing.

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#### TECHNOLOGIES OF INDIVIDUAL INFLUENCE ON NEGOTIATORS

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*Resume – The paper studies some technologies of individual influence on the consciousness and behavior of a participant in negotiations.*

*Резюме - В статье рассматриваются технологии индивидуального воздействия на сознание и поведение участника переговоров.*

**Introduction.** Technologies of individual influence on the chosen participant of negotiations are usually presented in psychological operations by four main types:

- information management technologies,
- effective communication,
- perception management,
- management of psychological state.

**Psychological operations in business.** Modern technologies of information management of the negotiation process include both methods of direct influence on its participants, and technologies of indirect influence and mind control through information from the media, as well as through interpersonal communication channels: from the closest circle of negotiators, through channels used by participants in the process to evaluate and verify data received from them with information from other sources they are used to trust. Such technologies involve the introduction of information that can cause a person to have a certain predictable behavior and encourage them to actions and deeds, and this is done well in advance, long before the start of negotiations, and provides for psychological processing of the consciousness of the necessary key figures in the near and far environment of the object, his personal and business contacts.

Technologies of effective communication are sent directly to the process of interpersonal communication and are based on the principle: it is necessary to speak not so that you were understood but so that you could not but be understood (E. Shostrom). Their main tool is the art of persuasion, which includes many psychological techniques and skills: the ability to hear the interlocutor, if necessary, to see the world through his eyes, empathize, be attentive to him, that is, everything that motivates your negotiating partner to be fully revealed in communication with You, contributing to his self-realization, gives him inner satisfaction and thus makes us interesting and desirable interlocutors. Also, effective communication technologies are aimed at identifying the true intentions of the negotiators, manifested in the sincerity or, on the contrary, insincerity of the interlocutors. An example of such technologies can serve as some techniques used in neuro-linguistic programming - methods of lie recognition, based on reading non-verbal information from the interlocutor and comparing it with verbal, in order to identify inconsistencies, inconsistencies of reactions, various discrepancies.

Perception management is a technology of psychological impact, considering the idealized image of a problem situation or conflict existing in the eyes of the negotiators as the object of external control, which has become the reason for their implementation. In this regard, any conflict in the eyes of its participants does not exist in an objective form, but in the form of a certain image, a picture of events, a subjective model. Under these conditions, achieving success in the negotiations lies through a change in the views of the participants in the negotiations on the perceived image of the problem situation or conflict, as well as on the negotiation process itself, on its own interests and the interests of business partners in it. Today, this is achieved through technologies that form the image of a problem situation, conflict, crisis in the eyes of the direct participants and further "promote" this image in the minds of the parties in the form and according to the laws of promoting a commercial "brand" - with the help of marketing and advertising technologies.

Managing the psychological state of the negotiators comes from the basic assumption that the decisions made by the negotiator are largely a consequence of the psychological state in which he is located, and these states can be switched using methods of influencing his subconscious mind. State management technologies involve the introduction into the human subconscious of anchor associations that can occur at the right moment (as a result of external initiation) at the level of unconditioned reflexes and uncontrolled by the consciousness of the object of the impact of chain behavioral reactions.

**Conclusion.** The degree of psychological comfort arising from the negotiating party in the process of communicating with you plays a significant role, forming internal motivation and creating the necessary conditions not only for further continuation and development of the dialogue, but also for bringing together views, attitudes, worldviews and the subsequent development of mutually beneficial agreements.

Ability to treat with genuine attention to the partners in the negotiation process and speak with them in their language is the main criterion of success.

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#### DEVELOPMENT OF BUSINESS IN DRINKING WATER PRODUCTION

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*Resume – The special features of business development in the field of drinking water are considered in this article. The process of creating such a business is described consistently. The main barriers to its development are shown. The main factors affecting the profitability of the company are presented. Recommendations on improving the production and delivery of drinking water are given.*

*Резюме – В данной статье рассматриваются особенности развития бизнеса в сфере производства питьевой воды. Описан последовательно процесс создания такого бизнеса, его преимущества и недостатки. Показаны основные барьеры, препятствующие его развитию. Представлены главные факто-*