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ON THE PROBLEM OF THE STUDY OF PERSONALITY TRAITS OF THE HEAD OF THE INSTITUTION

Successful operation of an educational institution is largely dependent on the professionalism, personality traits and business manager. Modern management practices in the education sector confirms the need to prepare a modern head of the institution – professional educational sector, which has a new way of thinking and willing to constant self-improvement and self-development, learning innovative management techniques and implement them in daily management activities.

The aim of the paper is to further study the personal qualities of the head of the educational institution and the analysis of the psychological “portrait”.

The study of personality traits of the head of an educational institution attended by 32 respondents – managers of secondary schools.

The aim of our study was to make a psychological “portrait” of the modern manager educational organization that will identify its individual psychological characteristics in the exercise of governmental activity. To determine the personality of the leaders of schools and pre-school programs for performance management activities used test “Cattell 16 Factor Questionnaire”. The results of this technique can determine the originality of the main substructures of temperament and character personality.

Awareness of psychological “portraits” of the modern manager educational organization suggests the need to develop new criteria for the selection of school leaders, detailed staffing and further their education.

Keywords: *as a personal manager; head of the institution; management activities.*

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PSYCHOLOGICAL POTENTIAL OF SCHOOL GRADUATES IN CHOOSING A PROFESSION OF MARKET ECONOMY

The article is devoted to the characteristics of the psychological capacity of the secondary school graduates that promotes the selection of the market trade. The principles of the integrity in choosing of entrepreneur professions are analyzed. The concept of the effective actions that can be called a business activity is observed as the central to the understanding of entrepreneurship.

Keywords: *entrepreneurship; market economy; psychological potential; secondary school graduates.*

Introduction. Since there is humanity, there is the problem of choice of occupation, employment, career. Scientists have not figured out exactly when the word “profession” appeared, but the search for the kind of work, life choices, which have established a human being on Earth as the highest, the most perfect creation of nature, are confirmed in the ancient monuments, found by archaeologists, linguists and historians. Evidence of the role of conscious choice of professional scope, purpose and destiny of man can be found even in the New Testament (Epistle of St. Apostle Paul to the Romans 12. 6, 7, 8): “We have different gifts, according to the grace given to us, if prophecy that according to the proportion of faith, whether on service, be on a service, whether a teacher, teach, when a comforter, be in delights, who delivers simplicity, who is heading, be with the diligence, who is kind, have a hospitality!”.

In the world at present, there are many thousands of different professions. How to navigate in this infinite space of professions to choose among them the one that

would help to successfully start self-employment, and thus the way of life?

Since today economic and business sphere in the labor market is developing, the maximum number of new professions are appearing. Most new jobs are borrowed from the experience of foreign companies, and some are more “trendy” names of existing occupations.

Below is a description on the three indicators of psychological capacity: behavior in the social situation of development and constituting signs of leadership activities.

About behavior. Under the influence of economic situations prevailing in its close (family) environment a corresponding school graduate’s social position is formed. Through social position their social status in the graduate group of peers, its status and role are determined. It rebuilds their attitudes towards career choices, starts new relationships, deepens their interest in people. Behaviors constitute relations that operate in a group, which is a reference for graduates and affects their norms and rules of relationships.

Objective indicators of behavior, aimed at the choice of the economic profession, is a lifestyle and social status in the group, as well as roles of people who attract graduates' attention. In the social economic situation those individual characteristics of the student are cultivated, which correspond to his values and determine his accomplishments.

The development of new attitudes in graduate's personality. Graduate's biological maturity goes ahead their social maturity. Their increasing current potential of intelligence, character and will increases as well as their anxiety. The awareness of becoming an adult makes him superior in his environment and he gradually frees himself from custody and open control. The content of personal communication includes the aspects of self-esteem, students appreciated each other's self-revelation, they idealize friends, the diversity of their assessment, deep affection, friendship and love. By asking "Why me?" they determine their individual abilities, potential and future prospects. How are the personality traits in the quest to understand the meaning of life, ideals of interpersonal relationships and social importance of their future profession. Focus on the future is the central new attitudes. Formed individual style of activity, theoretical thinking: planning, nomination hypotheses, adjustment of the search by understanding the general principle of mastering the methods of scientific knowledge. Components of self education are emerging: predictive self-esteem, planning the operating system control, the habit of mental labor as the basis of cultural knowledge workers. Worldview, belief system and values, moral self-esteem, life plans, dream are formed. Personal aspect of self education is growing. The inner "I" of the individual is opening. There is a holistic concept of "I", the need for professional self-determination is forming. *The top graduate activities are profile – training.* Autonomy and cognitive activity is implementing, theoretical thinking is seizing. Educational and professional self-education is forming. Specific ways of learning are absorbing: note-taking, planning, schematization, modeling, presentation of educational material in thesis, etc.

In terms of training profile activity preparation for a future profession is being realized, forming the image of "I". The image of the "I" is a stable, conscious system of ideas of high school students about themselves, about what the psychological, physical and other properties they own, how to look at the side of the behavior as they build their relationships with others. The image of the "I" is based on the knowledge of himself in joint ventures with other people in the process of communication.

Thus, the main indicators of students' personal readiness for professional and business activities are allocated as follows:

- the economy of thinking and behavior;
- the level of achievement motivation and achievement in education;
- the ability to make decisions in situations of choice;

- means of self-possession and self-development;
- the ability to learn in terms of joint (partnership) activities.

In choosing the profession in economic and business sphere, the principle of integrity is happening. This principle requires consideration of economic occupations naked on the individual who chooses it, and in his personal space, psychological and social characteristics.

The principle of integrity in the choice of economic and business professions acts in the choice of a number of other professions that combine necessary to implement them personal factors. The choice of economic and business professionals based on the principle of integrity. The main provisions of this principle are as following:

- priority over individual activities;
- specification of a man socially important motives in personal goals;
- understanding of individual entrepreneurship as a form of realization of its goal.

The first position means that the source of economic as well as any other activity is person's interests, needs, desires, his energy, knowledge, abilities, personality. Also, the goal of any business, including the entrepreneur, is the benefit of a person or meeting the needs of both producers and customers.

The second position is determined by the business model by the first one (when a person realized their worth, the right to their own life and work and allowed himself to want), and allows to identify exactly what that person wants, what his motives are, and most importantly, how even the most fantastic dreams are specified in real life goals.

The third position of a business model is understanding that entrepreneurship is a form of realization of his goal. From the psychological point of view, it is based on such qualities as synthetic human enterprise. That is, after the motive and purpose are defined, it is necessary to implement them, and it is the turn for the detection of synthetic entrepreneurship as the ability to search, explore, find and combine a variety of opportunities to achieve the goal. Therefore, business, according to some scholars, should be considered as behaviors rather than as an activity. The person is called an entrepreneur, unless it has "new combination". Add a new combination in the way of achieving the goal (profit, the project, the creation of new services or improve existing).

The fourth provision of a business model is the following: the nature of business (enterprise as quality), from a psychological point of view, is the human capacity for active, independent, free action, the implementation of own ideas, interests, plans, etc. in specific situations. That is, once the personality realized his worth, specified his motives to a certain measure, had a courage to achieve it, having a plan and mobilizing his efforts, there is a particular real situation in which it is to "fulfill the action". That is to realize that is in a

man, all his knowledge, skills, motivations, values specify the action in a real situation. In this way, activity and identity are reduced to a single action, which is, in turn, unifying element, the starting point of the entrepreneur. The effectiveness of this action determines the level of development and serves as a criterion of his activities. In action, the identity and activity, motive and purpose, sense and reason are combined. It is a measure of the individual entrepreneur, a test of endurance and practicality all his ideas, plans, human qualities and professional skills. And the action is always concrete. The reality motivates people to action and demonstrates the end result (or the first level) of business activity and performance, behavior is a responsive basis for understanding of what the real situation demands.

In the development and formation of personality of the entrepreneur it is necessary to focus on the national personal model of the entrepreneur, which can be called "versatile". First, this model is the nearest to Ukrainian mentality, and secondly, the effectiveness lies in the behavior of a Ukrainian, that is patiently to get things done. And a Ukrainian does his job in any given situation – crop failure, drought, disease, war, the land of another state, etc. He knows he has to act, to do with what is available, and the main thing is to do his job. And for this we must do everything possible to survive. And so do all of you, Ukrainian entrepreneurs need to be a generalist – to know agriculture, be able to adapt

to other cultures, be able to communicate, cooperate, rally, organize, share responsibilities, know the spiritual and religious principles of growing plants, understand the significance of culture, effective management of the organization to implement the plan.

Conclusions. Thus, the starting position of a model of an entrepreneur is an effective action in a particular situation that is based on a kind of "universalism" of Ukrainian nation, their principle is "to make life better in all conditions". The concept of the effective actions that can still be called a business activity is central to the understanding of entrepreneurship. Effective in certain specific situations is an action that brings the individual a certain "psychological income" as a new experience, knowledge, improve communication (opening new forms) with a partner, a new vision and oneself in it, a successful financial activities, etc. Hence the effectiveness of a particular situation is called to determine the personality himself. The same situation can be assessed in different ways by different effective approaches. It all depends on the knowledge, skills, orientation and specific goal of a person. The famous Greek philosopher Plato (427-347 BC) said: "Know yourself and do your thing". It is this idea of the self-cognition and conscious choice of profession was put into the development of science about the proper choice of successful profession.

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Анатолій Гончар

ПСИХОЛОГИЧЕСКИЙ ПОТЕНЦИАЛ ВЫПУСКНИКОВ ШКОЛ В ВЫБОРЕ ПРОФЕССИЙ РЫНОЧНОЙ ЭКОНОМИКИ

Раскрыто психологический потенциал выпускников общеобразовательных учебных заведений, что содействует выбору рыночной профессии; описано принципы целостности инновационного информационного пространства в выборе экономико-предпринимательских профессий. Понятие эффективного действия, которое еще называют деловой активностью, рассмотрено как главный фактор в понимании основ развития психологического потенциала выпускника школы.

Ключевые слова: потенциал; рыночная экономика; принцип новообразование выпускника.

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ПСИХОЛОГІЧНИЙ ПОТЕНЦІАЛ ВИПУСКНИКІВ ШКІЛ У ВИБОРІ ПРОФЕСІЙ РИНКОВОЇ ЕКОНОМІКИ

Розкрито психологічний потенціал випускників загальноосвітніх навчальних закладів, що сприяє вибору ринкової професії; описано принципи цілісності інноваційно-інформаційного простору у виборі економіко-підприємницьких професій. Визначено, що основними показниками розвитку в учнів особистісної готовності до професійно-підприємницької є економіка мислення та поведінки (знання конкретного соціально-економічного середовища та співвіднесення їх з вимогами професійної діяльності, з власними інтелектуальними можливостями); рівень мотивації досягнень та успішності в навчанні; здатність до прийняття рішень у ситуаціях вибору; володіння способами самопізнання та саморозвитку; уміння вчитися в умовах сумісної (партнерської) діяльності.

Зроблено висновок, що психологічний потенціал випускника школи у виборі професії – це ефективна дія в конкретній ситуації, що базується на принципі – “робити життя кращим за будь-яких умов”. Поняття ефективної дії, яку ще називають діловою активністю, розглянуто як головний фактор у розумінні основ розвитку психологічного потенціалу випускника школи. Ефективною в певній конкретній ситуації є та дія, яка приносить особистості певний “психологічний прибуток” у вигляді нового досвіду, знання, покращення спілкування (відкриття нових його форм) з партнером, нового бачення ситуації і себе в ній, успішну матеріальну діяльність, розробку плану, знаходження нових форм самовираження і т.п. Звідси ефективність дії в конкретній близькій ситуації покликана визначати сама особистість

Ключові слова: потенціал; ринкова економіка; принцип новоутворення випускника.

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