

ABOUT TRUST IN THE BUSINESS WORLD

Working virtually, working across cultures and being involved in complex change processes all make the task of building up trust and working together successful more challenging than in the past. Increasingly, employees are skeptical of the word “trust”, as it is often demanded by managers who operate in an organization culture characterized by politics, misinformation and a mentality of self-preservation. But trust is essential. It is, as we said at the start, the “magic ingredient” for teams and organization and it enables them to perform excellently.

By talking about trust in your team or organization, and developing a trust strategy, it is possible to achieve not only better relationships but also better performance. And this will mean a competitive advantage for your organization.

Team members may not trust each other quickly enough because they do not fully appreciate each other`s competence levels. You can accelerate the building of trust with the following strategies:

- talk about levels of competence;
- delegate responsibility in order to allow individuals to prove their competence;
- celebrate high-competence levels and excellent performance;
- communicate trust in other people`s competence.

Team members are more likely to trust each other if they can see that they have a shared set of values, attitudes and objectives. On the other hand, trust may be destroyed if working styles are too diverse. Build trust by using the following strategies. It involves:

- ask questions to discover similarities;
- talk about similarities;
- encourage a positive attitude to diversity;
- act against negativity.

Individuals place trust in people who they believe care about them. Build trust by communicating empathy:

- take an interest in the lives of colleagues;
- communicate the fact that you care;
- act as an advocate if other need defending;
- show understanding when people miss deadlines;
- take on additional tasks yourself or delegate to others.

People trust those who operate with integrity based on shared values. Build trust by following these strategies:

- build a team culture explicitly around defined values;
- clarify when you cannot, be open;

- make sure your actions follow the agreed values;
- give positive feedback and/or rewards;
- encourage those who break the rules to respect values.

Reliability is a key factor in building trust:

- make clear the importance of reliability;
- talk about reliability when keeping your promises.

People trust those who involve them in discussion and processes. Build trust by sharing facts and feelings:

- share data openly with others;
- be open with feelings as well as facts.

People trust those who trust them. Talk about your trust:

- communicate the fact that you trust;
- communicate the fact that you can be trusted.

So, trust is a crucial factor for business performance. Without trust, team members are not willing to voice their opinions, questions and ideas.

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MODERN APPROACH TO MANAGEMENT OF HUMAN RESOURCES

Modern management in business in its content represents a unique field of activity, are used and interacted with experience in the field of technology, economy and ecology, basic and applied science, theory and practice, production and management, strategy and tactics.

With the high development of globalization and the increasing role of integration, the issue of implementation of innovative management in enterprises is acquired a new meaning because its level of competitiveness largely depends on the efficiency of management, the ability to apply innovation in management.

This development is made possible by the genius of human thought, capital accumulation and productive high-quality work. But the amplification work and enrich human thought, enhances the accumulation of capital by increasing productivity and quality of work and creating thus the conditions for a new phase of development, ensuring its continuity.

Innovative content management consists of:

- preparation of plans and programs of innovation;
- consideration (analysis and evaluation) projects of new products;
- coordination of business units in innovation and implementation of a unified innovation policy;