

## IMAGE OF THE CHIEF

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**Abstract:** The paper discusses the importance of image in business communication. Due to the positive representation of the chief, employees learn the rules of the organization and social norms, traditions and values. The author draws the attention to the importance of the traditions and values formation.

**Keywords:** Image, business communication, the appearance of the chief

In recent years the importance of image in business communication as a whole is enhanced. The concept of image is discussed very widely. The notion "image" implies the image of the head of a company, the image of an organization, a company, a product image, an image of a politician etc. The development of the science about the image began with the emergence of so-called marketing thinking.

It is essential for a chief to create a positive view of himself at work specially for the people around him. There are many various reasons that underly this concept. Very often they reflect the family values about the formation of the image of an employee.

The main problem the chief faces is the problem of building relationships with the subordinate staff and senior management. These relationships should be built so as to promote the establishment of effective work of the staff, the achievement of the goals of the organization as a whole.

The supervisor should be an example, a model of behavior, relations activities for their wards. Due to the positive representation of the head, employees learn the rules of the organization and social norms, traditions and values. (Шепель, 2012)

Another most important fact is that the image has the ability to continue to work on the chief even in his absence. If workers are treated with respect, namely the right image shall entail respect for superiors. Therefore, when there is no leader at the workplace, the subordinates continue to respect and appreciate their leader that prevents them from cheating or careless performance of their tasks.

The leader who is taken example by his employees is considered to be the most appropriate leader.

First, every year there appear more and more businesses that require more managers, leaders who are able to make educated, rational decisions that are able to work with lots of people. Therefore, the manager must have a high level of professionalism and be competent. (Перельгина, 2002)

Chief is a person who manages a team or organization and controls, regulates the activity of the team, and the key issue is who bears the legal responsibility for the operation of team activity.

Psychologists believe that the image of the chief is also very important, he also affects the processes of perception. Appearance plays a huge role for the chief, in most cases, the success of the meeting depends on the impression made on his business partner.

Each person has their own requirements for the appearance and therefore you should not try to please everyone, just choose your style, your image and demeanor.

Secondly, the formation of the image can not change personality. Formation of image can not be done from one person to another. So the head should know the basics of psychology, so that he could assess the psychological characteristics of himself and competently use his strengths and weaknesses.

Thirdly, the term "image" must be understood not only as a visual image, the visual appearance, but also the way of thinking, actions and deeds, so the word "image" should be used in the broadest sense of the word - as a representation of the person opinion about it.

Fourth, experts of imageology consider that the image is a set of standards. Anyone can control the perception of his images. The manager can adjust the image according to the requirements of colleagues and social demand. Positive image of the company attracts new employees who stay to work there for a long time.

Fifth, personal image of the chief is a set of certain qualities that are associated with the personality of the individual. Positive image of the head is an important part of the image of an educational institution as a whole, especially in the implementation of meaningful communication. The image of the head is formed due to the performance of his functions as an administrator, an organizer, an expert, a public figure and it is manifested in the performance of personal qualities. (Алешина, 2009)

Sixth, It is necessary to pay attention to such an important social characteristics as a marital status of the leader of the organization. Unfortunately, in our country the family values have been strongly suppressed for more than 70 years and they were not given much importance. Soviet political leaders, the only ones who had positive public image, carefully concealed their wives and children from the public. However, very often that were the family values that professed the leader of an organization to do his best to shape a positive image. Thus, the "social characteristics" are the driving part of leader's image and they are closely related to the demands of the reality. Each time basing on a thorough analysis of the situation, the "social characteristics" are being upgraded.

Next component of the image is a personal mission of the leader. The head of the organization may or may not have such a mission. He can or can not understand the purpose and the mission. The mission of an organization answers the question "what our business is and what we are going to do". As for the head of the organization, if he is not aware of the meaning of his activities, he will never be able to create a positive image of a manager.

Another important component of the image is the value orientation of the head. Basic assumptions and values of the head of the organization, of course, have an impact on the culture of the organization. Leader tries to adjust organizational culture in accordance with its norms and values. This process is taking place within the organization, forms the "internal" image of the head.

Regarding the impact of the value orientations on the "external" image of the head, there should be noted that there are the aspects of the national culture. Different cultures have very different criteria for a positive image. For example, in American culture such qualities as agility, the ability to act independently in their own interests are highly valued, the Japanese culture appreciates qualities such as teamwork, organizational commitment, teamwork and in the interests of the company. According to the criteria of the American culture, the head of the company may be a young person or a woman; in Japan it is virtually impossible, since a positive image of the head is closely connected with its mature age.

The leader should strive to create a positive image of the staff, and the head itself should work to create their image. A leader of a small organization has the ability to shape their image through direct interaction with all employees of the organization. In large companies the heads interacts mainly with senior and middle managers. They, in turn, form the image of the head in the lower units. There may arise some problems because of a possible distortion of information due to the fact that each stage management gives its color to the image of the head. To avoid this distortion of data the leader should communicate with employees through various information channels, such as corporate brochures with references first-person company, newsletters, e-mail, etc.

Employees of the organization, as a rule, want to see the face of their head. They want him to protect and guard them, to help them in difficult times. Many organizations have taken to notify employees of public speeches of the first persons on television, on the radio, as well as publications in periodicals. In these cases, the formation of the image of the employees contribute to a professional image of the consultant.

Formation of image can be conscious or unconscious. If different people treat you in the same way, so you unconsciously allow them to do it. The problem in this case is to prevent subliminal signals from yourself, provoking undesirable behavior of others. Therefore, the first principle of the

process of image formation can be formulated as impact on people in order to build their "right" opinions.

In conclusion, it should be said that the creation of the image of the chief is the procedure that requires time, money and their own efforts. Creating yourself is the most difficult job, but it is, at the same time, of the greatest interest for everyone. Being attractive to other people and non-violation of your inner "I"- image is the key for solving many problems in life.

Modern manager can effectively solve any problems if he has sufficient scientific management knowledge, reasonable plans, if he can organize, motivate and supervise the work of the team.

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