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## **COACHING AS A WAY OF IMPROVEMENT OF MANAGEMENT**

Socio-political socio-economic changes taking place in Ukraine, significantly influence the current educational system. Management is the driving force, which is aimed at revitalizing the person through the optimal conditions for the manifestation and development of its creative potential. Therefore, management of educational processes is relevant, because school practice testifies to the insufficient preparedness of school to professional management activities, the absence of many of them have the necessary administrative culture, which is expressed through the development of personality, its self-organization [4, p. 215].

Scope management is always inseparably connected with the same control system and its specifics – of educational institution differs significantly from the management of industrial enterprise. Back in the late 80's 90's experts in the field of social and industrial management (O. Deineko, S. Kamenitser, G. Popov, V. Lisytsyn) And in school management (Yu. Konarzhevskyy, V. Krichevsky, E. Pavlyutenkov, E. Tonkonohaya, T. Shamova) based on the need to consider as a professional manager. Yes, Mr. Krichevskyy core professional school leader believes his administrative activity.

Heads of educational institutions to improve the efficiency of professional activity should use the current methods of management, quickly adapt to new environmental conditions, and thus constantly develop their own personality.

The importance of professional development manager has the concept of SELF. Self – Self-organization of their work behavior. Arrange any components caused by internal reasons, without external interference [3].

The process of self-organisation – the function of conscious human activity expedient to summarize the experience, the formulation of concepts, the knowledge and skills acquired, as well as normalization of things, properties and relations for the transition from the achieved level of development to a higher [4, p. 119]. Therefore, self-organization – a principle of personal manager or specialist work



that is necessary: the use of daily work procedures and methods of rational planning and allocation of working time, conducting business meetings and conversations, the use of operating procedures and operations, solving problems on the basis of comprehensive use of Computer and office equipment [2].

Today in the management used different methods and approaches. And one of the latest coaching recognized as an important instrument for influencing the performance of individuals and the organization. Modern style rule in coaching – a look at employees as an additional resource for a huge company where every employee is a unique creative person, able to solve different problems, show initiative, make choices, take responsibility and make decisions.

Coaching as technology advances personal and professional development. By the most obvious uses of coaching in are: motivation of personnel, evaluation, delegation, problem solving, managing relationships, planning and review, group work, performance problems, staff development [5, p. 95]

Main results of coaching:

- Building a life that allows to set and carry out important personal goals and helps to find inner harmony;
- Entry into force and strengthen the vitality of motivation;
- Achievements and increase prosperity;
- Overcoming challenges and barriers;
- Clarifying your goals and focus on priorities; [1, p. 113].

So, the coaching – is unleashing the potential of people in order to maximize its effectiveness, both professional and personal. Coaching does not teach, and helps you learn. Coaching focuses on future possibilities, not past mistakes.

And it is always important to monitor your health and keep yourself in good physical shape. Your life should be rich, there should always be time for family and leisure.

So, time management coaching and fostering personal and professional development of heads of educational institutions. Actually coaching can be considered as a method of planning the life, management of change and development; purpose in this case is to establish yourself as a person with necessary, desirable qualities and characteristics in social, personal, interpersonal, spiritual aspects.

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