

## The Effectiveness of the Socio-Psychological Activity of the Head of the Organization

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### Abstract

The article focuses on the management activities of the head of the organization, which is changing in pandemic. These changes are manifested in the parameters of the socio-psychological aspect of leader's activities and in his effectiveness. First of all, the requirements for the leader's personality are increasing. This leads to change in personal qualities that affect a decrease in the effectiveness of the leader's activity, the appearance of difficulties in setting specific goal, determining the time parameters of activity, the appearance of personal depression, a decrease in cognitive processes and forecasting capabilities.

**Keywords:** *The Effectiveness of Head of the Organization; Pandemic Challenges; Psychological Parameters; Socio-Psychological Activity*

### Formulation of the Problem

In the context of a pandemic, the effectiveness of the head of a modern organization becomes especially relevant. Different approaches to training and factors of success.

The personal approach, developed in psychology, emphasizes the importance of the structural components of the personality (social, psychological, motivational), factors of personality development (features of higher nervous activity, inclinations and abilities) and the need for their development in the process of professional socialization [1].

The socio-managerial approach pays special attention to the development of role and status behavior, as well as the compliance of the leader's activities with the social expectations of the community, the organization's personnel, the ability to communicate and interact with others [2]. In the conditions of remote work, the activity of a manager becomes difficult. Socio-psychological challenges due to many uncertain circumstances seriously affect the efficiency of staff work. Today, challenge influence all the main aspects of the activities of the head of the organization and because of transition to remote work require to take into account new factors. The forced transition to telecommuting was unexpected for all people and affected society as a whole. Particularly challenged became the leader's activities, which is associated with communication and communication with personnel within the organization. Difficulties in the socio-psychological of leader are also associated with the occasional instability of the Internet, the impossibility of timely connection, the difficulties of adapting to remote communication, the characteristics of organizations that are not suitable to remote work, especially in the service sector.

In a pandemic, the personal qualities of a leader are challenged, associated with the difficulties of setting specific goals, determining the time parameters of activity that contribute to the appearance of personal depression, a decrease in cognitive processes and forecasting capabilities [3]. A changes in the abilities of a leader affect his socio-psychological activity and determines the quality of managerial activity.

The management of personnel functioning in remote work environment does not allow the manager to clearly set the long-term goals of the organization, develop the commitment and involvement of personnel, and maintain interpersonal relationships within the organization. The difficulties of manager associated with managing an organization, paying salaries to employees, performing personnel functions are changing the standards for personnel search and selection, criteria for assessing and certifying personnel, training and developing personnel.

The manager, trying to preserve the team of employees of the organization, is forced to send one part of the staff to free online training programs, the other part to the development of related skills. In these conditions, the motivational situation changes, presenting new requirements, both to the manager and to the personnel of the organization. The leader must take into account the particularities of the complex environment of the organization, its many elements and dynamic connections. There is a need to change the entire system of motivation, the requirements for the subject and object of motivation, the search for new resources and means of motivation. In order to form flexible response strategies, it is necessary to develop new meanings, systemic thinking.

Systemic thinking allows a leader to develop mental flexibility, to be flexible in attitudes towards people, towards the results of their activities, towards the development of empathy, their emotional intelligence and creativity, and, in general, towards cognitive flexibility. Understanding that in the changed conditions and the lack of people tolerance to uncertainty, some of the personnel more sharply manifest the traits of an asocial personality, asocial behavior. Such problems can be caused both by genetic factors and due to the environment and manifest itself in aggression a tendency to lie, conflict, depression.

A leader who develops systemic thinking must perceive the world in a holistic manner, accurately feel people, quickly recognize a situation, notice details, show tolerance for staff and find original solutions to motivate staff to work effectively in a polarized changing context and to help people.

### Conclusion

Thus, the effectiveness of socio-psychological activity of the leader and the increase in the effectiveness of a modern organization are associated with the professionally important qualities and socio-psychological competencies of the individual. It is necessary to use flexible socio-psychological management technologies, the development of personal competencies of the head and staff of the organization, from the skills of the leader to think systemically, flexibly react to changed organizational factors in the context of a pandemic.

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