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THE IMPORTANCE OF LEADERSHIP POTENTIAL IN THE MODELS OF ESTIMATION OF EFFICIENCY OF COMMAND ACTIVITY

The article analyzes the theoretical approaches to the use of leadership potential in models of effective management systems. Most modern companies use teams in their work to respond quickly to changes and achieve goals, using effective cooperation and experience of employees. Due to the fact that the activity in innovative projects at the initial stages is associated mainly with costs that are distributed over time, there is a need to develop a methodology for assessing the effectiveness of teamwork, which will theoretically calculate the factors that may affect on the speed of innovation, to better understand the payback period.

According to leading experts in the field of management, personnel policy of a modern organization in the near future should be aimed at transforming effective work teams into the main structural unit of the organization, which in turn will increase productivity and stimulate training and innovation.

At the same time, there is a need to determine the degree of effectiveness of the team, which, in turn, identified a separate area of research and contributed to the development of management models in which a significant place is occupied by the concept of leadership.

Having considered the main models for evaluating the activities of teams whose work is aimed at implementing innovative projects, we determined that an important place, from the standpoint of influencing efficiency, is occupied by the leader. It is because of his ability to clearly define the design of project activities, the ability to create a team and work with its members, conduct expert assessment and anticipate the necessary areas to improve teamwork, identify critical moments in the project and change the project space, etc.

It is hypothesized that leadership potential is an important factor that determines the level of efficiency of teamwork and ensures the success of the company as a whole.

The conducted research allowed to develop the author's system of analysis of the level of leadership potential and to determine the dominant factors influencing the team's activity.

Keywords: leader, team, leadership potential, team effectiveness, effectiveness evaluation models.