**INTERPERSONAL SKILLS VITAL FOR ENTREPRENEURS**

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We believe that every would-be entrepreneur should know what interpersonal skills are vital for their future work, why these skills are essential and how to develop them, which constitutes the main aim of our analysis, making it relevant.

**What are Interpersonal skills?**

Interpersonal skills are the life skills we use every day to communicate and interact with other people, both individually and in groups. People who have worked on developing strong interpersonal skills are usually more successful in both their professional and personal lives. [1, p.10]

The way individuals present these personal traits in their behavior is closely related to their level of “emotional intelligence”, a broader concept which includes other aspects of personal behavior such as friendliness and optimism. [2]

Developing more harmonious relationships with others is generally encouraged by society as doing so facilitates all sorts of agreements and transactions – commercial or non-commercial – and has been even tied with better health and emotional well-being. As a result, finding ways of improving our personal interactions has been a topic of study throughout history, expounded upon by wise men and scholars alike.

**How Does Developing Your Interpersonal Skills Make You a Better Entrepreneur?**

Humans are social beings, so the manner in which we interrelate with others and our ability to establish positive relationships have an enormous impact on our success in the different areas of our lives. This is especially important when a person is running a business and dealing with customers, suppliers, employees, investors, and others on a regular basis. [1, p.11]

How well we handle ourselves in these relationships and the way we are perceived by others could facilitate and bring about winning a contract, landing a big client, successfully negotiating favorable financing terms and conditions with lending institution, solving conflicts among employees, building effective teams, leaving a good impression with the media, and more.

It is necessary to remember that qualities such as being confident, charismatic, remaining calm in tense situations, being able to clearly express your thoughts and expectations, and being a creative problem solver are personal traits that are very appealing to others, helping you become a leader in their eyes.

People with improved interpersonal skills tend to have a positive attitude, to be more solution-oriented. Everyone enjoys doing business with those who can get the job done and get along with others at the same time. It is essential to work on improving the soft skills of everyone within your organization, especially those who interact face-to-face with your clients and business partners, so that your company can get the benefits.

When interviewing potential employees, it is important to look for positive interpersonal skills and not only for regular qualifications. This will help create an environment of positive people who are likely to work toward attaining your business goals with minimal friction. [2]

You cannot learn interpersonal skills alone, unlike playing the piano. This requires collaboration with other people, just as interested in developing of such abilities. Collaborative learning is much more effective than something that can be done on your own. [3]

**What Communication Skills Are Important For an Entrepreneur?**

Most business owners probably don’t even realize that they practice communication skills every day in the course of running a business. [1, p.17] Entrepreneurs should be able to effectively interpret other people’s messages and adapt their own messages to others. [4, p.20] It means that during normal business activities entrepreneurs use such communication skills as active listening and responding skills, persuasion and negotiating skills, public speaking skills, and writing skills.

**Active Listening Skills**

Listening is the ability to receive and interpret messages in the communication process. Listening is the key to all effective communication, without the ability to listen effectively messages are easily misunderstood, communication breaks down, and the sender of the message can easily become frustrated or irritated.

Listening is so important that many top employers provide a listening skills training for their employees. Being an active listener will help do the following:

* Increase management effectiveness of response
* Improve customer relations
* Avoid or reduce conflict
* Reduce customer complaints
* Be better at satisfying your customers’ needs and wants
* Create a better work environment [1, p.20]

All of this makes mastering listening skills essential for a business manager.

**Persuasion and Negotiating Skills**

Persuasion is one of the key communication techniques used in business around the world. It’s often used to motivate others to come to an agreement or accomplish goals. Regardless of how big or small the issue, effective persuasion comes down to three things: knowing what you are talking about, knowing your audience, and being aware of subtle persuasion techniques. [1, p.49]

Negotiation is the process of discussion between two or more disputants, who seek to find a solution to a common problem, one that meets their needs and interests acceptably. Learning to be a skilled negotiator can help you make deals, solve problems, manage conflicts, and build relationships.

**Writing skills**

We should mention that communication is much more than speaking and listening – writing is also a major part of a business person’s world, making writing skills crucial for success. Thus, an entrepreneur should be able to write a business letter, a business plan, a report, as well as know how effectively communicate via electronic media, writing effective e-mails, texting, using social media. [5]

To sum up, we can say that interpersonal skills are vital for prosperity of any business. Whether a business person is dealing with customers, suppliers or employees, strong interpersonal skills are essential. They are the key to make relationships successful, which brings about success of a business. So, successful entrepreneurs cannot do without strong interpersonal skills, communication skills in particular.

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