

него наследуются классы `CConstant` и `CTemporary`, в свою очередь являющиеся родительскими для непосредственно применяемых на практике классов. Подобная иерархия позволяет в будущем расширить данную структуру, добавив новые должности.

Ввод данных в рамках разработанной информационной системы осуществляется при помощи специально созданных для каждой должности форм, а просмотр интересующей информации о персонале возможен в главной форме приложения.

ЗАКЛЮЧЕНИЕ

Таким образом, была разработана информационная система для предприятия, оказывающего транспортные услуги. Данная система призвана усовершенствовать управленческий учет организации, рассмотреть вопрос контроля и управления человеческими ресурсами с качественно новой стороны. При этом в будущем планируется значительно расширить представленную информационную систему, увеличить число решаемых с ее помощью задач и рассмотреть возможность интеграции с информационными системами других транспортных компаний в отрасли. Транспортная отрасль является одной из ключевых для нашего государства в силу благоприятного географического расположения, однако степень ее информатизации остается на относительно невысоком уровне. Именно поэтому внедрение информационных систем, подобных представленной в данной работе, является исключительно важной и актуальной задачей.

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LEADERSHIP AND COMMUNICATION STYLES

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Effective leadership and communication need to comprise awareness of the features of all parts of organization, involving employees, managers, customers and investors. Each part of the organization may require a personal

leadership and communication style, due to special peculiarities. Therefore, a leader must be flexible and be able to adapt the leadership style according to the needs of people he or her is communicating with. Effective leadership and communication skills are the main necessity of a successful leader.

So, what are the main types of leadership and communication styles and how a leader can improve their use?

IMPORTANCE OF COMMUNICATION

Communication is essential for life in general, but in business settings, it is critical. Communication makes a business grow and develop, it gives a company the chance to inform, educate or instruct.

Effective communication will keep employees well informed and give a business a higher productivity rate. Many companies that carry out staff satisfaction surveys find that employees who are provided with up to date information due to effective communication are more satisfied in their participation. Employees tend to have higher levels of job performance when there is conformity of individual needs and job characteristics that exist and are communicated well. A happy and hardworking team of employees helps give a business a corporate image that the public will find impressive and appealing. And a well-coordinated team is one of the main keys to success.

COMMUNICATION STYLES

The way a person communicates influences a lot the way this person gets along with people and reaches his or her goals. Good communication skills can help one to avoid conflicts and solve problems.

There are 3 main and 2 supplementary communication styles. [1]

- Assertive. Assertive communication is born of high self-esteem. It is the healthiest and most effective style of communication – the sweet spot between being too aggressive and too passive.

- Aggressive. This style is about winning – often at someone else's expense. An aggressive person behaves as if their needs are the most important, as though they have more rights, and have more to contribute than other people.

- Passive-aggressive. This is a style where people appear passive on the surface, but are actually acting out their anger in indirect or behind-the-scenes ways.

- Submissive. This style is about pleasing other people and avoiding conflict. A submissive person behaves as if other peoples' needs are more important, and other people have more rights and more to contribute.

- Manipulative. This style is scheming, calculating and shrewd. Manipulative communicators are skilled at influencing or controlling others to their own advantage. [1]

LEADERSHIP STYLES

For each leadership style there is a time and place. To succeed a leader shouldn't use only one style, but mix and match them. There are 8 common leadership styles. [2]

- Authoritarian. It is a strict and close control leadership style. Leader keeps close regulations of policies and procedures given to workers.
- Paternalistic. A style of caring after your subordinates as a parent would do. Workers in this case believe their leader, have strong trust and keep loyal.
- Democratic. This type of leader makes decisions with workers.
- Laissez-faire. It is a leadership style where all the rights and power to make decisions is fully given to workers.
- Transactional. This style uses a system of motivating and punishing. To get a reward a worker should show certain level of performance.
- Transformational. This kind of leader challenges and inspires workers with a sense of purpose and excitement.

There are three traits every successful leader must have:

- The desire to lead. Without it you will not be willing to do the work the leader of the team does. And also without putting your effort you won't be able to motivate others.
- Commitment to the Mission and Vision of the Organization. It is extremely important for a leader to be aware of the aim of the organization to build a strategy of company work.
- Integrity. Simply it is a leader's streak of being true to his word, being authentic in actions and speech and demonstrating the kind of behaviour one would like to see in workers. [2]

RAISING EFFECTIVENESS

A leader's communication strategy varies depending upon a team's purpose, strategy and posture. Communication with teams possessing dominant market positions will likely be more formal, systematic and direct, in line with the discipline required to maintain that top position. Conversely, teams playing niches or creating completely new things will be better served by a more informal, adaptive and reflective approach. [3]

A leader should make sure, that all the workers can speak up and are doing their best. Each team needs its particular way of working to show the best results.

Leadership is about inspiring and enabling others. A big piece of this is creating an enabling environment so people can inspire each other.

Remember, that everything communicates. You can either make choices in advance about what and how you're going to communicate or react to what others do. It is important to explore yourself first and to be ready to change your vision before starting inspiring others. [3]

So, what's the most important key to great leadership? Obviously, it's clear communication. [4] To communicate effectively, you should always remember that this process is a two-way one. It is not enough for a leader to speak clearly, but also to make sure to be heard and understood. Clear communication contains 5 parts:

1. Preparing the way of communication
 - Clarify the goal of the communication.
 - Plan carefully.
 - Anticipate the receiver's viewpoint and feelings.
2. Delivering the message
 - Express the meaning with persuasion.
 - Relate the message to the larger goals.
 - Identify the action to be taken.
 - Confirm the interlocutor understands.
3. Receiving the message
 - Keep an open mind.
 - Identify key points in the message.
 - Value constructive feedback and using it to grow.
 - Confirm your understanding.
4. Evaluating the effectiveness of the communication afterwards
5. Taking corrective actions if necessary.

To grow as a leader or manager, you must learn how to be an effective, insuperable communicator. It is also very important for the whole team to master the art of clear communication together. By using this, the team will be able to reach new levels of success.

A successful leader should know that people are judging what you do and say. Words are the greatest way to show your vision, values and abilities. [5] To lead effectively, a leader should give a proper message to the workers. These are nine things a great leader says every day:

- This is the situation.
- Here is the plan.
- What do you need?
- Tell me more.
- I trust you.

- You can count on me.
- We can do better.
- Let's celebrate!

Try using these phrases and you'll see your workers being encouraged.

To sum up, let's say that leadership is not only a set of skills and methods. It is more like a general philosophy that says people can be trusted. Also people can be successfully motivated to achieve their goals if they have someone they can trust and rely on. A leader should think of his or her role more like a mentor rather than leader to just dictate people what to do. They are sometimes viewed as «the guide on the side» rather than «the sage on the stage». [6] This ancient description of a wise leader by Lao Tsu offers insight into what makes a leader great:

The wicked leader the people despise
 The good leader the people revere
 The great leader the people say
 «We did it ourselves.»

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СОЦИАЛЬНО-ОТВЕТСТВЕННЫЙ БИЗНЕС В США НА ПРИМЕРЕ КОМПАНИИ «BOEING AIRPLANE COMPANY»

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История компании началась в далеком 1916 году, когда 15 июля Уильям Боинг основал компанию The Pacific Aero Products Company, инвестировав в дело огромные по тем временам деньги – 100 000 долларов. 9 мая 1917 года компания сменила имя на Boeing Airplane Company. В 1920-е годы Boeing Airplane Company стала выпускать военные и гражданские самолеты, нашедшие широкое применение в американской армии и превратилась в самую крупную компанию, производящую авиалайнеры. В 1963 году NASA выбрало компанию Boeing для организации полета на лунную орбиту и фотографирования лунной поверхности с