

# In Modern Management Employee Motivation and Image of a Modern Leader

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**Annotation:** Motivation plays a very important role in human life. Motivation is a direct assistant of a modern leader in management. In order to be a good leader, a leader needs to know how to motivate employees in which situations. The task of modern labor motivation is to create conditions for the most effective use of personnel potential. The results of the study of motivation models allow to determine what motivates a person to work. One of the main tasks of management is to determine the motives of each employee's activity and coordinate these motives with the company's goals.

**Keywords:** management, modern leader, motivation, image, promotion, personnel motivation, work promotion, motivation process, image management.

At a time when the economy of our country is growing rapidly, free competition and leadership skills are important in ensuring the well-being of the population, effectively organizing management activities in organizations and enterprises. A leader must have a broad worldview and a system of thinking about internal interactions in organizations and their final interaction with the external environment.

Motivation is a complex structure, a set of forces driving activity, it manifests itself in the form of inclinations, goals, ideals and directly determines and directs human activity. Motivation is a mental factor, the source, cause, evidence of individual activity in various possibilities. It is a powerful tool that encourages employees to work hard. No management system will work effectively if an effective motivation model is not developed, because motivation motivates a certain person and the team as a whole to achieve their personal and collective goals. Motivation is very important in management. Leaders have always recognized that motivational aspects are increasingly important in modern management. Personnel motivation is the main means of ensuring optimal use of resources and mobilizing existing human resources. Human resource management means managing the motives of his behavior. This type of influence, that is, influence on motives, is more effective than direct influence. But at the same time, this is a more complex type of influence, because it requires the selection of motivational factors that clearly correspond not only to the goals of the organization, but also to the motives of employee behavior. Employee motivation and encouragement play an important role in the personnel management system. Ensuring the appropriate level of motivation, increasing the productivity of each employee's work and the efficiency of the entire production, ensures the regular growth of personnel skills, allows to solve the task of stabilizing the team. A feature of personnel management during the transition to market relations is the increasing role of the employee's personality. Accordingly, the ratio of motives and needs changes, and the motivation system can be relied on. Today, companies use financial and non-financial methods of remuneration to motivate employees. At the moment, neither the theory of management nor the practice of personnel management gives a clear picture of the relationship between individual aspects of the motivational field of employees and the most effective methods of their management. Organizational methods of promotion (motivation) include the following. Participation in the work of the organization (usually social), the prospect of acquiring new knowledge and skills, enriching the work structure

(providing more interesting work with prospects for work and professional growth). Moral psychological methods of motivation include:

creating favorable conditions for the formation of professional pride, personal responsibility for work (the presence of a certain amount of risk, the ability to achieve success);

The existence of a problem gives an opportunity to express yourself at work;

Recognition (personal and public, as well as valuable gifts, honorary degrees, honorary degrees, etc.);

For special services - awards with orders and medals, badges, honorary titles, etc.;

High goals that inspire people to work effectively (every task should have an element of challenge);

An atmosphere of mutual respect and trust.

Promotion is a complex method of motivation. However, this method is internally limited because, firstly, the number of senior positions in the organization is limited; secondly, incentives require an increase in retraining costs. In management practice, as a rule, different methods and their combinations are used at the same time. In order to effectively manage motivation, it is necessary to use all three groups of methods in the management of enterprises. Thus, the use of only power and material motives does not allow to mobilize the creative activity of employees to achieve the goals of the organization. The manager, in addition, should evaluate the level of participation in work of each employee or group.

There are several ways to reward people for their work:

1. Regardless of the duration of the employee's work in various forms, material salary for intensive work and its better quality.
2. One-time monetary award (awards) for the implementation of scientific and technical work.
3. Promotion to the position and level that best suits the employee's capabilities.
4. Encouraging free time or giving the employee the opportunity to independently plan the working day, which leads to increased productivity.
5. Public and private recognition of the employee's services through awards, thanks, letters, press, radio, television, praise in appropriate form, trust, incentives and benefits for best work.

It is important to understand the question of who and what can be encouraged, and how to do it. However, in any team you can see not only those who strive for the best results at work. When talking about a reward method like money, you don't need to convince how important it is, money is a sign of success in business. The forms of monetary incentives can be different: salary increases, bonuses, participation in the company's profits. Organization of wages in the enterprise is of great importance. Organization of wages is carried out with the help of standards, tariff system, wage forms and systems, etc. The definition system is a set of standards that determine the complexity of wages and their differentiation depending on working conditions, wage forms and specific characteristics of the industry. So motivation is very important in human activity. Alisher Navoi, a poet, thinker and statesman of the great Uzbek and other Turkic peoples, described in the epic "Saddi Iskandariy" the set of qualities that should be present in a person in order to manage the society with justice through the image of Iskandar: A leader should be a person of pure speech and intention, benevolent and generous, humble and gentle, a wise king and an intellectual who is interested in knowing the secrets of the world. Arrogance, putting oneself above others, disrespecting others, and not being able to be with the common people are defects in being a king.

The introduction of modern technology into production requires a certain skill in mastering them. In this respect, a young leader is often perceived as a factor that brings advanced technology and agility to the organization.

The average age of employees in an organization led by a young leader is often low. Youth (around 30-35 years old) is characterized by a tendency to innovation and discovery, creativity, fearlessness and adaptability to a changing environment. Unfortunately, in such an organization, older employees (over 40-45) are even looked at with suspicion. However, it was found that a person becomes a skilled master of his profession at the age of 35-55, acquires knowledge in his field well, and feels eager to introduce inventions. At the same time, a cold analysis of the situation, a mood of restraint is formed.

Of course, it is difficult to say that all young leaders are supporters of advanced technology and are inclined to it, but modernity is characteristic of young people. This, in turn, increases the possibility of the young leader to turn to modern and advanced production methods. Therefore, a modern leader, regardless

of his age, should be a supporter of advanced technologies, capable of introducing modern production at the organization level. This is the demand of the times.

Another important aspect is what should be the leader's image? First of all, let's pay attention to the term image. Image - (eng. image - description) is a specific synthetic image that appears in the minds of people in relation to a specific person, organization or other social object, embodies information about the perceived object and encourages social behavior. Creating the image of a modern leader is his face, clothes, heart, sound mind, behavior culture, perfect mastery of the art of management, competence: human qualities such as knowledge, thinking, professional skills, wisdom, modesty, politeness, beauty, morality, teaching and example, raising the authority of a person, increasing his reputation, being respected, relying on the traditions of teachers and students is to be.

The activity of the leader occupies an important place in the management system. This is a political and classical activity by its very nature. The leading employee implements the state instructions, he is the representative of the state in the economic system. In other words, a real leader is a leader of this team, he is a person who looks after the benefit of his company and organization and protects the honor of the company. No one is born a leader, only he himself - through hard work and its effective results, a person shows his qualities worthy of leadership. An important factor in the work of a leader is to correctly direct the actions of various management apparatus links in decision-making and execution.

Presenting the image of the leader - making a first impression. Accepting the concept of self. Tools: communication, smiling, shaking hands, calling by name, exchanging business cards, using humor to establish a friendly relationship, expressing words in the eyes. Eyes are the mirror of human soul. A firm, self-confident look is considered a firm image.

Image management - time management, writing, mental toughness, emotion management. Means: ensuring a healthy lifestyle (at home, at work), maintaining balance between home, office, child rearing, business trips, subconscious programming of luck (programming), solving problems in a timely manner to prevent emotions, strengthening cooperative relations, increasing labor productivity, realistic approach to oneself and others, developing culture in eliminating emotional emotions in the nursing home, positive acceptance of innovation, conducting monitoring to eliminate various emotions, changing the directions of ideas, that is, sometimes we can say the method of "excitement".

In short, motivation is the main condition that determines the success and efficiency of an employee's professional activity. Because motivation ultimately develops the process of influencing human behavior to encourage activity in a person, encourage oneself and others to work, and achieve personal, collective and social goals. This serves as a successful method of increasing labor efficiency in the enterprise.

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