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COMPETITION AS A METHOD OF PSYCHOLOGICAL IMPACT ON THE STAFF

Today, the sphere of personnel management is global in nature and reflects the search by companies for the possibility of creating highly efficient systems for the realization of creative and productive potential. To increase the effectiveness of work, enterprises use different principles, forms, methods of influencing the interests and needs of employees.

In the modern world, in most cases, labor is considered as a means of earning. However, high wages can fully motivate staff, increase work efficiency and competitiveness not always. A motivation method such as competition does a good job of this. It is a catalyst that helps speed up these processes [1].

Competition is a form of activity, struggle, competition for the achievement of excellence, the best result (win, recognition, etc.)

The organization of the competition is the basis of its effectiveness. The goals and objectives of the competition are determined, the program is drawn up, evaluation criteria are developed, conditions are created for the competition, summing up and awarding the winners. The competition should be quite difficult, exciting. In addition, the points of the competition should be made specific so that the results of their implementation can be evaluated and compared. Evaluation criteria should be simple and understandable for all participants. The mechanism of summing up and determining the winners is better to make clear [2].

Scientists' research has shown that, in the fight for the championship is not the whole working team takes part. Only part of it. In one case this part can make about 95%, but even there, there will be people who will not fight for superiority. In the other-the number of competitors can be no more than 15%, the rest will just watch, join certain groups [3].

When the competition is organized, the ability of the head to cause competitive excitement in his subordinates plays a great role. Charles Schwab, one of the most popular managers said about his talent: «I consider the ability to inspire people's enthusiasm and develop what is best in a person, through recognition of his merits and encouragement. This is my most valuable quality».

In the Republic of Belarus, much attention is paid to labor competitions in the field of agriculture. Every year, together with social partners (the Department of agriculture and food of the Executive Committee, regional and district offices of the agro-Industrial Union, heads of organizations and enterprises), these competitions are held during field and harvesting operations. Their main goal is that a person who works conscientiously knows that his contribution will be noticed and appreciated. For example, in 2019. competitions were held at the spring sowing (sowing,

ploughing, cultivation, collection of organic matter, mineral fertilizers, organic fertilizers), the action «Our livestock», competition Kormozagotovka, the best worker of agriculture, competition for seed cleaning (the «thousands» and «two-thousanders») and many others.

This group of non-material incentives for personnel is also used in industry. In particular, the Belarusian metallurgical plant has a program to work with young people, which provides, first of all, the creation of conditions for professional and personal self-realization of young men and women, which is a certain guarantee of compliance with labor discipline. Forty winners of the youth award of the plant are determined annually in the nominations «To the other peaks», «Breakthrough of the year», «True talent», «Energy of victories». In labor competition of the enterprise «Professional Olympus» call the advanced collectives and workers who the creativity, initiative and responsibility deserved the right to be the best.

In 2019, the XXIII Republican contest of professional skills of employees of postal facilities was held. The venue of the competition was the recreation center «Druzhba» RUE «Belpochta». 42 professionals – winners of competitions in regional branches and production «Minsk mail» gathered here.

And in 1997, Belpochta held the 1st Republican contest of professional skills of communication operators and postmen for the delivery of printing and correspondence. Since then, every year the company continues this tradition.

Also, the country annually holds a Contest «the Best goods of the Republic of Belarus», since 2002, on the joint initiative of the state standard, regional Executive committees and the Minsk city Executive Committee. Among the objectives of this event are: informing consumers about high-quality goods (products or services) in the interests of their producers and promoting the promotion of products on the domestic and international markets, support for Belarusian manufacturers producing competitive goods, assistance in providing the consumer market of the Republic of Belarus with high-quality and competitive domestic goods, identification of newK преимуществ соревнований следует отнести:

- increase productivity,
- replacing material rewards with excitement and desire to win,
- the possibility of free cancellation (or continuation) of the competition in contrast to the material reward,
- creating conditions for improving personal self-esteem,
- improving interpersonal relationships,
- promoting the development of the organization as a whole.

However, if the volume of work is too high, wages are low, working conditions are unsatisfactory, and there is no bright idea that can captivate people, then the labor rivalry organized by the Manager is perceived by the staff as a desire to squeeze the most out of them. And in this case, competition as a method plays the opposite role-it becomes a catalyst that accelerates staff turnover. The winner feels even more acutely the gap between what he deserves and what he actually gets. In addition, it should be remembered that moral stimulation does not replace material, but only makes it more effective.

Also, significant time and financial costs are required for the organization of such competitions, and then constant monitoring of the progress of their conduct. This will cause a significant degree of involvement of the management staff.

At the same time, competition may not always be constructive and competition may jeopardize corporate cooperation.

Thus, the presence of a challenge, providing opportunities for everyone in their workplace to show their abilities, Express themselves in their own professional activities, results, prove to yourself that you are able to perform it better than others-are able to provide labor competitions. Perhaps in the future, management will pay more attention to these employees, will lead to their advancement on the career ladder. Therefore, this method of non-material motivation has its impact and sufficiently meets the needs of the employee, management and the enterprise, which ultimately determines the quality of the staff and the enterprise as a whole.

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