

COGNITIVE APPROACH TO CORPORATE WELL-BEING MANAGEMENT

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The greatest threat to modernity is a person's low ability to adapt to the rapid changes that are taking place in the world and the pace at which these changes are occurring.

The consequences of a virus outbreak for the health and well-being of every person during and after a pandemic are significant including their mental health.

In a pandemic, many people were subject to distance from others, which in most cases gave rise to fear of loneliness, contributed to the conscious abandonment of their own confident model of behavior. The initial and final element of this process is the feeling of insecurity, failure. This adversely affected people's well-being and led to a decrease in productivity efficiency in many organizations, low morale and negative atmosphere, resentment and disciplinary incidents, increased errors and conflicts.

And most likely a big change over the next decades will be the work with the expectations of employees, who will increasingly turn to their top managers for individual solutions to meet their needs in the field of mental and physical health, first of all, the demand for workplace well-being education programs.

After all, it is important to be aware of your behavioral reactions, to be able to assess your condition, to have the tools of emotional self-control, effective recovery.

A high level of individual well-being allows focusing not on the past, but on the present, to learn new ways of thinking; successfully transfer the acquired skills into an environment of real interaction, as well as change yourself and in order to change behavior (2).

The analysis of corporate wellbeing-programs existing today revealed that the majority of companies in Ukraine distinguish as priority ones:

- 1) organization of sporting events and sports sections in such sports as swimming, football, volleyball, bodybuilding, tourism; cycling;
- 2) the prevention of socially significant diseases;
- 3) propaganda work on giving up bad habits;
- 4) conducting sports family holidays;
- 5) rehabilitation measures;
- 6) dynamic monitoring of the health status of team members;
- 7) weight loss school and etc. (1).

Today, the cognitive approach in its pure form is almost not practiced. But such a model should be used as a conceptual foundation in corporate wellbeing programs. After all, the key competency of the 21st century, which will make a person successful, is the management of thinking.

Corporate well-being models based on processes of good cognitive or mental flexibility enhance a person's ability to quickly adapt to environmental changes and allows you to see alternatives. People with good cognitive flexibility can easily switch from one type of activity to

another, know how to behave rationally in any situation, they better tolerate mistakes and changes in plans, it is easier for them to put themselves in the place of another person and reach common agreements.

We have proposed the author's program of corporate well-being P.I.V.C.O. (Positive - Insight - Vary - Creativity - Optimism) for individual companies and organizations (3).

According to preliminary results, a positive trend was noted in the formation of an individual style of thinking of people, the manifestation of greater maturity and adaptation, positive self-esteem. Such dynamics are considered by us and other authors as components of the psychological well-being of the organization (4, 5).

Companies should take into account that young generations are increasingly concerned about their individuality and the introduction of cognitive-behavioral personal integrated corporate well-being programs (and not just the use of individual behavioral techniques) allows you to leave your comfort zone, develop thinking flexibility, and take care of yourself in the present.

The formula for a corporate well-being plan that every company should adopt can look like a positive thought - a happy emotion - a productive action - an effective result.

Keywords: health; well-being; workplace; management of thinking.

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