



## THE IMAGE OF A MODERN LEADER IN THIS ERA

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### ABOUT ARTICLE

**Key words:** Professional skills, knowledge, thinking, intelligence, modesty, image. **Abstract:** This article is about the modern leader of the present time.

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### INTRODUCTION

How to create the image of a modern leader? this is his face, clothes, heart, sound mind, behavior culture, a person who perfectly masters the art of management, competence: human qualities such as knowledge, thinking, professional skills, insight, modesty, politeness, beauty, morality, It is to raise the authority of a person, to increase his reputation, to be respected, relying on the traditions of git and ibrat, teacher and student.

How do you think about presenting the image of a leader - making a first impression. Menconception, acceptance. Tools: communication, smiling, shaking hands, calling by name, exchanging business cards, using humor to establish friendly relations, expressing words in eye contact. Eyes are the mirror of human heart. A firm, self-confident look is considered a firm image. Bringing innovation to others. I think so, what do you think?

How do you think you should be in image management? time management, paperwork, mental toughness, emotion management. Means: ensuring a healthy lifestyle (at home, at work), maintaining balance between home, work, child rearing, business trips, subconsciously programming (programming) luck, solving problems in time to prevent emotions, strengthening cooperative relations, increasing labor productivity, realistic approach to oneself and others, developing culture in eliminating emotional excitement at home and work, positively accepting innovation, conducting monitoring to eliminate various emotions, developing ideas change, i.e. sometimes we can call it the method of "conversion".

Focus on image tasks!

- a) Education of modern man;
- b) improving the professional skills of specialists in various fields;
- c) distinguish types of professional activity such as PR specialist, stylist, image maker;

- d) helping to overcome the physical shyness characteristic of people and to reveal their rich spiritual world;
- e) identifying positive qualities hidden in a person and helping to realize them;
- f) to provide knowledge about the image to people of different ages, to help in mastering it and skillfully using this knowledge in establishing interpersonal and work relations.

"My Image" or "Your Image"

You just answer "yes" or "no".

I believe in myself

While speaking, I look into the eyes of my interlocutor

I have a sense of humor

I treat people well

I believe in my external charm

During the conversation, I can hear the words of my interlocutor without interrupting

I respect myself

I get along well with people I don't like

I think my health is fine

I approve of useful sports

I always smile at those around me

I am quick to admit my mistakes if I am wrong

I can control my negative emotions

I compliment people

My professional competence does not hesitate me

My wardrobe is well chosen

I am familiar with ways to calm down and not give in to emotions.

My hair is always neat and tidy

I know the tactics of solving conflict situations

I am constantly improving my professional skills

I eat right, I get rid of bad habits

I use the methods of public speaking.

## CONCLUSION

In conclusion, I can say that Owen Young, despite the fact that he held the position, never gave orders to any of his subordinates. He preferred to advise rather than give orders. On the one hand, this kind of gentle treatment brought Owen great honor, and on the other hand, he ensured that the work of the office always went smoothly. don't do that." Instead, they are used to being treated like "If you think about this issue" or "Do you think it will give a good result if this is done?"

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