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## 1. Introduction

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Management in general can be defined as a system of economic management of production. Which includes a set of principles, methods, forms and techniques of management. Management includes the theory of management and practical examples of effective management, which is understood as the art of management. The strategy of functioning and development of any enterprise (organization) is unthinkable without contacting the staff. In order to ensure the effective functioning of the enterprise, a strong team must be formed on it, capable of maintaining its high professional authority. Until recently, the very concept of "personnel management" in our management practice was absent. Although all these words are relative to each other, the term management has a higher meaning. Management is the impact of the control system (the subject of management) on the managed system (the object of management) in order to transfer the managed system to the required state...Managers come at different levels, and they don't solve the same tasks. in each organization, there is a certain vertical differentiation, which is associated with the level of complexity of tasks and functions assigned to a particular manager.

In my understanding, a manager is a person who is professionally engaged in managerial activities, who is empowered to make managerial decisions and implement them. I chose this topic because it is currently relevant. After all, no company can exist without managers - after all, as soon as a firm appears, there is immediately a need to manage it. This is what modern managers do. Therefore, we can say that the manager's profession is one of the most popular and highly paid in the modern economic system. In our time, the

profession of manager has become very popular. In this regard, a very large number of varieties of this activity have emerged, for example: sales manager, HR manager, customer service manager, office manager, PR manager and many others. I believe that such a vast number of varieties of managers lose their basic meaning. In the modern world, the demand for the manager's profession is undeniable. As I have already said, in any company, holding company or corporation, there are people who are representatives of this particular type of activity. To understand what the features of the manager's profession are, you need to clearly know the meaning of this word. It quickly broke into the vocabulary of the Russian person from the English language.

"Manager" is a manager who organizes work in a company or enterprises. He coordinates the activities of employees, manages the production and circulation of goods. In the modern world, there are many opinions about this profession, both positive and negative. Here are some opinions about this profession. According to Tom Peters, managers are first and foremost good people. Or as they say in Wall Street: they "do the job." According to Michael Porter, managers are thinkers. And here and there, meet A. W. Zeleznik and Benin, a good Manager is a natural leader. Surprisingly, all the leading researchers seem to identify some individual features of this profession. Perhaps if I try to put them all together, I will be able to make a certain step forward, but it is unlikely that I will be able to get an idea of the profession as a whole. As it seems to me, the search for answers to the question of what he is and what a manager should be is like the search for the philosopher's stone. But I'll try to figure it out.

First of all, the manager of the XXI century is a modern, competent, educated person with a high level of intelligence, erudite, sociable and active, ready for change and self-improvement. And also for each manager, his image is important. A favorable appearance and taste in clothing is an important prerequisite for successful activity. Everything is important for the manager's image: manners, speech culture, clothing, and the interior of the office. Therefore, a modern manager should be well versed in the subtleties of etiquette. In conversation, he should be polite and restrained, refrain from emotional exclamations and sharp gestures. A good manager should speak confidently, but refrain from moralizing and authoritarian tone. Sometimes he can make a joke to defuse the situation. If we talk about the moral qualities of a manager in more detail, we can distinguish a number of necessary qualities: organizational qualities, intellectual and communicative... Undoubtedly, the formation of the image of the ideal modern manager took place in the course of centuries. The history of the science of management and modern views on it imply a manager, first of all, a person who has his own qualities and character traits. At the same time, some qualities contribute to productive managerial

activity, while others do not.

There are many different and interesting opinions about the manager's profession. And I will also say my opinion about the profession. Yes, it seems to me that the manager is one of the professions of the century, no modern enterprise can do without this position today. It is impossible to imagine a society without managers. Representatives of this profession work in almost all areas and at all levels-from the initial level to the management. In the modern world, the manager's profession is promising and highly paid, and everyone strives to get a high income... Today, a modern manager is a person-a leader, a manager, a diplomat, an innovator, a strategist and a professional in his industry. And at the same time, he is a psychologist and educator. Another thing I think about this is that this profession has a number of features that attract:

A manager is a leader and he always has subordinates.

A manager can be an entrepreneur, that is, run his own business.

The manager can manage a commercial or non-profit organization.

Managers are at the head of the state, public and religious organizations...

it seems to me that the goal of a modern manager is to ensure the stable competitiveness of the company. In different spheres of activity, in companies, in various organizations, there should be a person who solves organizational issues, manages the organization and not only. In such a responsible job, you can not do without a manager. I think that the most important thing in the work of a manager is the ability to work with people. After all, usually the manager's plans have to be implemented by other employees. It is obvious that they must be unanimous in their aspirations, they must perform the part of the work entrusted to them in good faith, qualitatively, sharing a sense of the correctness of what they are doing. Only by creating a friendly, creative atmosphere in your team, giving each of your subordinates the opportunity to realize and show their best qualities, and at the same time-ensuring strict compliance with labor discipline, the manager will be able to ensure the best performance of any tasks. A modern manager, in my opinion, should also have stress resistance, criticality and self-criticism, the ability to establish psychological contact, the ability to make adequate demands depending on the characteristics of the situation, the propensity for organizational activity, i.e. the need for its implementation, the ability to charge other people with their energy, to activate them. Another thing that seems to me is not unimportant is that the manager's lifestyle should be distinguished by activity, care for his health, lack of bad habits, optimism and not indifference...

A manager can be anyone who wants to move rapidly forward on their career ladder. The main thing is that the goal was set, and there was a desire.

I believe that in marketing activities for team management, it is necessary to tune in to win. To dream big and significant. Be prepared to take responsibility. Not to bring problems to the workplace, but to bring solutions. Be able to be happy, because winning is the lot of happy, optimistic people. Do not get tired of serving other people and find joy and meaning in your life. I'll give you a life example. My friend has been working as a manager for several years and he likes this kind of activity. From a young age, given his hobbies, it was possible to understand that marketing was closest to him. He likes to communicate with people, although since childhood he was shy, not very talkative, but striving for his intended goal of "becoming a manager" over time, he gained confidence, became open and bold. After all, one of the most important things that he should have is knowledge and they always need to be improved. After completing his studies, my friend entered the institute, after which he became a sales manager. He wanted to become a real specialist and he did it perfectly. after all, you need to remember: "if you want, you can turn mountains", the main thing is that there is a desire...

Based on all that has been said, we can draw a conclusion. The profession is considered very promising, and also represents unlimited opportunities for the implementation of ideas. The manager's job includes tasks that need to be completed in order for the organization to achieve its goals. In addition, it is work, as an activity aimed at obtaining results, that is the criterion for evaluating a manager, the main measure of his professionalism and should be the core around which training is built. In the twenty-first century, it is important for companies and commercial enterprises to have a professional manager. having all these qualities, skills and abilities, the manager will be successful in his career, and the company in which such a manager will work is doomed to success and long-term existence! in any case, the task of a modern manager will be to create a constantly developing potential of subordinates, contributing to the implementation of the goals set for the team for a long time. And to perform the tasks set, the manager must not only have certain leadership skills, but also constantly develop and improve organizational, professional and personal qualities. Being a manager means sharing responsibility for both the successes and failures of the organization. The work of a manager is one of the rare examples when personal qualities of character are both professional. I believe that choosing a career and getting a job are two of the most important things anyone does in life. There are many career prospects now. but according to the approximate data of official statistics, one of the leading places is occupied by the manager.