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## **PROFESSIONAL MOTIVATION OF THE MANAGER: GENERAL ANALYSIS OF THE PROBLEM**

Today, innovative processes are widespread in society, domestic companies are actively implementing various innovations, including the latest technologies. From now on, the professional environment is characterized by the variability of external and internal conditions, in connection with which the practical activities of the manager becomes innovative, ie requires the organization of coordinated team work in the implementation of innovative technologies, generation, development and implementation of various projects, innovations, creative ideas. level of professional orientation. Because, motivation is considered one of the most important units in the structure of professional activity of a specialist manager. It has been repeatedly proven that the motivational component has the greatest impact on the professional activities and behavior of staff.

The purpose of the study is to determine the essence and features of professional motivation of the manager.

Motivation is a long, continuous process that is "a set of internal and external driving forces that motivate a person to action, set boundaries and forms of activity, as well as give this activity a focus focused on achieving certain goals." The main function of motivation - self-regulation of human activity in certain phases of activity, especially before and after the action. Among the motives that contribute to improving the professional skills of modern specialists, there are motives for changing his image [1, p. 134].

In the research of scientists there are different types of motives: psychological (image focuses on self-esteem and self-esteem, based on personal intuition); pragmatic (image is focused on perception, it is based on knowledge and experience); internal (procedural, effective, motives of self-development that promote self-education and self-improvement) and external (social and personal, reflecting self-affirmation, evaluation, success). Internal motives (intrinsic, procedural) take place when the content of the activity, interest, desire motivates the activity. External motives (extrinsic) are

motivations that arise from external influences on the individual, ie behavior is motivated from the outside by applied rewards and / or punishments and is determined externally. Thus, the motivational sphere of specialists-managers includes different types of motives (professional intentions and inclinations, values and motives of professional activity, professional aspirations and expectations, professional attitudes, interests, readiness for professional activity, job satisfaction), formed in the process of professional training and at different stages of professionalization of students. The efficiency and result of professional activity of the organization as a whole depends on the formation of the motivational sphere, the development of professionally important personal qualities and abilities.

An important factor that determines the success of a specialist manager is professional qualification. The level of professional qualification to some extent depends on the level of preparedness and abilities, but is also determined by the availability and level of professional motivation, which depends on the effective construction of motivational management. The results of some studies indicate that a significant impact on self-awareness, emotion control, motivation, social skills, professionalism of staff has emotional intelligence and its components. Managers must be professionally trained to harmonize emotional intelligence and develop creative strategies. Therefore, an important task of senior management is to support innovation and professional creativity of staff, which significantly affects the motivation and encouragement [2, p. 111].

Thus, professional motivation is considered as an internal driving factor in the development of professionalism of the future manager, as well as an important management mechanism of motivational management. It is an indisputable means of effective functioning of the organization. Motivation serves as an internal condition for further improvement of personality, ensures the stability of its professional views, stimulates not only values, but also intellectual, emotional and volitional processes, affects the overall results of professional activity.

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