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**HOW TO TRAIN MANAGERS FOR EFFECTIVE BUSINESS COMMUNICATION**

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Successful efforts in agricultural industry with professional and highly qualified specialists have been considered as a strategic task of national importance. Despite the recent times, the issue of preparing qualified, competent specialists, effective in the labor market, competent of giving ideal operation of high-tech divisions of the economy in understanding with the needs and conditions of the market economy is critical.

Communication plays a significant role in the training of highly-skilled managers in the sphere of agribusiness.

An essential element of the management skills toolbox is effective business communication. Factors that lead to business success are often based on the ability to communicate and communicate well as good communication reduces the incidence of misunderstanding and consequent errors, and enables you to make your point quickly, clearly and persuasively.

Communication can be defined simply as the act of transferring information from one place to another. It can be achieved vocally (using voice), in writing (using printed or digital media such as books, magazines, websites or emails), visually (using logos, maps, charts or graphs) or non-verbally (using body language, gestures and the tone and pitch of voice). [1]

Certainly, how well information can be transmitted and received shows how well our communication skills are demonstrated. That's why one of the most important skills future managers could ever learn is how to communicate effectively with other people. Having the right type of effective communication skills and their developing can help all aspects of your life, from your professional life to social gatherings and everything in between.

An effective communication skill makes it so much easier to be understood and listened to, leaving you feeling much calmer and more appreciated, thus eliminating a lot of tension that people have in their lives. [3]

So, let's consider the main secrets of successful communication of managers.

1. Communicate Professionally. Your professionalism can win you contracts, and your communication skills add to the complete package. Take time to proofread all emails prior to sending; use a business email address with a proper signature; answer the phone professionally; and speak articulately and competently at all times.

2. Schedule and Prepare Thoroughly. We're all busy these days, so scheduling your meetings in advance ensures that you and your clients have an adequate amount of uninterrupted time to speak. Once your meeting is scheduled, take time to prepare an agenda that outlines focus points and sets a structure.

3. Speak, Pause, and Listen. Remember that communication is a two-way street. One way to become a better listener is to limit or eliminate distractions during your conversations. That may mean closing your email client, turning off the television and closing the door to your office.

4. Follow Up in Writing. While you may be taking notes during phone or in-person meetings, the other party might not be, so follow up after the meeting with a written message, giving an overview of the discussion to make sure you are both on the same page.

5. Body language. Be confident and use body language to support that confidence. Shake hands firmly, smile and make eye contact while communicating at live networking events.

6. Ask for Feedback. One way to maintain long-term relationships with your clients is by keeping open lines of communication. This means asking them for their input on how things are going and how they feel about the service you're providing.

7. Know how to ask. Part of selling your services is being able to understand the client's unique needs. You can do this only by asking questions that get to the heart of the challenges they are facing. Once you have a clear understanding of the problem that the client needs to solve, you can pitch your services as the best possible option for the client, outlining how you will meet their needs.

8. Address Problems. If a client is unhappy, don't ignore their complaints. Ask them why they are unhappy and what you can do to fix the situation. The longer you wait to bring it up, the worse it will get. Addressing the issue and being accountable when appropriate puts you on the path to resolution.

9. Try a New Format. If a problem with your client stems from miscommunication, try a different method of communication. If you have been handling everything via email, schedule a phone call to see if that clears things up.

10. Prepare an Elevator Speech. An elevator speech helps you make the most of a first impression, while making networking situations easier and more productive. Be prepared with your speech and ready to answer common questions about your business and what you do.

11. Write Well. You can't successfully promote your business if your marketing copy is not clear, concise and action-provoking. If writing is not your forte, consider hiring someone to help you craft copy that attracts potential clients, generates interest in your services and motivates potential clients to action.

Communication helps managers to perform their jobs and responsibilities. Managers devote a great part of their time in communication. They generally devote approximately 6 hours per day in communicating. They spend a lot of time on face to face or communication by phone with their superiors, subordinates, colleagues, customers or suppliers. Managers also use written communication in the form of letters, reports or memos wherever oral communication is not feasible. Communication serves as a foundation for planning. All the essential information must be communicated to the managers, who in turn must communicate the plans to implement them. To achieve the team goals, leaders as managers must communicate effectively with their subordinates. Besides, controlling is not possible without communication.

Thus, it should be highlighted that “effective communication is a building block of successful managers”. Effective communication enables senior managers to be more aware of the internal and external pressures on teams, and offers the opportunity for flexible and efficient management. Complex negotiating, conflict resolution arbitration and mediation are just some of the many potentially difficult situations, where the right word at the right time can truly ‘save the day’. Strengthening your communication skills is worth the time and effort, and you may be surprised by how much you benefit from more polished and professional interaction.

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### **ОЦЕНКА РЕЗУЛЬТАТОВ ПРАКТИЧЕСКОЙ ПОДГОТОВКИ НА ОСНОВЕ ДЕЯТЕЛЬНОСТНОГО ПОДХОДА**

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Оценивание результатов обучения по профессиональным образовательным программам в настоящее время затруднено как из-за отсутствия нормативно закреплённого содержания понятия «компетенция», так и определенными сложностями воспроизводства компонентов профессионального социального взаимодействия в образовательном процессе. Приоритетный характер в контексте формирования готовности к инновационной деятельности в реальном секторе экономики (к которому относится и агропромышленный комплекс) имеет практическая подготовка, осуществляемая на предприятиях и в организациях отрасли [1].

Практическая подготовка проводится в целях закрепления умений и приобретения навыков выполнения трудовых функций по получаемой профессии, а также для приобретения умения комплексной оценки сферы деятельности, выявления проблемных моментов в ней и развития креативных качеств личности, необходимых для оптимальной реакции на экономические вызовы и изменения в технологии производства. При этом обучающиеся совершенствуют навыки социального взаимодействия в коллективе, необходимые для поиска путей разрешения выявленных проблемных ситуаций. Применяемые в настоящее время формы контроля результатов практической подготовки в значительной мере направлены на оценку знаний (защита отчета по практике) или сформированных типовых умений трудовой деятельности (демонстрационный экзамен). Такой механизм оценивания не позволяет получить достоверный результат по сформированности общепрофессиональных компетенций, которые определяют готовность к системному анализу всех аспектов производственной деятельности и выбору оптимальных подходов к ее совершенствованию.