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SUCCESS OF BUSINESS MEETINGS

Becoming a successful businessman is a way of looking at the world, seeing opportunity where others see problems. A businessman should know how to use certain basic tools to achieve his goals.

There are a number of common traits successful businessmen share: ability to deal effectively with a wide variety of people, such as customers, employees, suppliers; ability to communicate clearly and effectively; ability to work with numbers; awareness of personal strengths and weaknesses; a great deal of energy; ability to establish priorities and make decisions.

Effective communication is a vital tool for any businessman who wants to be successful. A prosperous entrepreneur must know how to clearly explain company's policies to customers and clients and answer their questions. It is important to note that effective communication helps foster a good working relationship. Whether it's a face-to-face conversation or a professionally written e-mail exchange, a meaningful message entails establishing a connection that leaves a powerful impression. As your responsibilities grow, your communication skills can help you succeed or hold you back. You must be able to convey your ideas in ways that drive effective decision making, teamwork and action. Communication is the key for a successful specialist. It forms the fundamental part of business meetings. Every business has meetings as a regular part of getting things done. According to Oxford Dictionary, "a meeting is an occasion when people come together to discuss or decide something". So a meeting is a gathering where two or more people assemble together with a view to taking some decisions on some preset issues through mutual discussion. Every company, large or small, arranges good number of meetings on certain time interval to discuss and decide on different issues.

The basic objective of business meeting is to take decisions on some pre-determined issues. There are also some other purposes: to make decisions on consensus; to exchange information, to provide information to the audience about various matters of the organization; to convey organizational vision, mission; to announce changes; to have negotiations between the conflicting parties through fruitful discussion; to resolve conflict (healthy conflict helps to increase productivity but undesirable conflict must be resolved immediately after happening); to solve problems; to review and inform the progress of any pro-

ject, plan and activity; to celebrate company's success; to interact with external stakeholders in order to share experiences.

In fact, effective business meetings play an important role in the company's success. There are five ways to make business meeting more effective: be prepared and have an agenda meetings at work, so, just as in any other work activity, the better prepared you are the better the results you can expect; start and end on time; call a meeting only when it is absolutely necessary; include rather than exclude, remember that great ideas can come from anyone in an organization, not just its managers; maintain the focus and get feedback.

The chairman of the company and the conditions in which the meeting takes place play an important role for successful and effective business meeting. The chairman must stimulate, clarify, control, summarize and keep in mind his responsibility to accomplish the meeting objectives. If the chairman fails to perform his role effectively, the meeting may turn into meaningless discussions.

As for conditions in which the meeting takes place the more important are: the convenience of the place, the size of the room (it should not be too large or too small, a small room presents a friendlier atmosphere than a large), the lighting and ventilation, the need for name plates or name tags.

To sum up, knowing that the business world is competitive in nature, business people need regular personal interaction more than ever. Individuals must understand that meetings are very essential to the success of the organization. Although it is an integral part of office routine and some may find it plain and boring in the long run, meetings go beyond achieving goals; they foster and strengthens good working relationship. For a meeting to be successful, it must be supported within the organization and provide a needed decision or produce worthwhile actions. This will not occur unless several weaknesses related to meetings are overcome.

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THE IMPORTANCE OF LETTERS IN BUSINESS CORRESPONDENCE

In our day-to-day life, we exchange our ideas, thoughts and other information with our friends, relatives and other people. Sometimes we directly talk to them and sometimes we also write letters to them. In letters we express our