



## CONTRIBUTION OF MS. MANOUSIA KYPRAIOU OGA - GREECE

*Presentation n°4*

**„Which challenge as far as internal communication and personnel mobilization are concerned ?“**

### **Economical pressures which have a consequence on management**

Management as a system of Administration, regardless of the form it has taken at times, is an integral part of social symbiosis because in every social group, both in modern and in primitive societies, we always find two categories of people, i.e. those who manage and those who are managed.

Given that management is exercised in a specific political or socioeconomic environment, it is clear that it must always adapt to the changing circumstances each time. If it does not adapt in time to the developments that are taking place it is certain that it will sooner or later be isolated from the social environment. The inevitable consequence will be the reversal of the climate of understanding and cooperation which is a basic requirement for its effective operation.

In recent years, new principles and new concepts developed with regard to the mission and purpose of the organizations and services of the Public Sector. This new perception imposed the promotion of radical structural changes in the structure of the organizations, on the cost-benefit ratio criterion (benefit in this case includes both its economic sense, as well as the quantitative and qualitative improvement of the services offered to the public).

Therefore, a new reality is created in the sector of management which must adapt to the circumstances of the global economic crisis and deal with the economic, political and social consequences arising. This means that managers must seek new methods for carrying out management with the objective of ensuring the appropriate form of leadership under conditions of stress and pressure.

These new methods must focus on the **four** following concepts of management: **motivation, creation of work climate, provision of motives and boosting morale.**

**1. Motivation:** We can consider as source of the motivation the fact that man has a number of desires, which then develop into a series of needs. The satisfaction of these needs is an objective that drives the person's behavior. the motivation process is the following: Needs + Motives = Action.

In this case, remuneration is a strong motivational factor. Beyond the material remuneration, the recognition of the role and contribution of the person in the job acquire special significance. The manager must make an effort to

understand his employees as people, and be sensitive to the changes that affect human motivation.

Factors of motivation with strategic importance for developing the necessary behavior in the framework of work are the physical needs and the needs for security, which are included in the broader category of financial needs.

Nevertheless, taken into account the differences existing between workers regarding their desires, it is natural that their needs vary from one person to the other.

Moreover, in order to motivate the worker, it is necessary to have a results-oriented manager on the one hand, and to adopt a system that recognizes the positive performance of the employee in tangible ways on the other.

A manager may implement various **motivation models**, depending on the personality of the people he is addressing:

- **the model of success** is addressed to people whose behavior is driven by the motive of success. The motive of success leads to higher levels of ambition, which drives these people to work harder,
- **the model of acceptance**, which is addressed to people who pursue recognition for the effort they are making and for the result they ensure,
- **the model of authority** for people whose main objective is to climb the ranks of the hierarchy, through which they acquire the power of exercising authority.

**2. the creation of the appropriate work climate:** beyond the various models of motivation of workers, the manager must create the appropriate working climate in order to get the maximum performance: a climate which will create the feeling that their work does not only meet their personal needs, but contributes to the general improvement of the living conditions.

The factors that affect the creation of a positive work climate are **economic, human** (satisfaction, human values, personal development, respect) **and organizational** (form of the organization and political management measures).

**3.** The primary goal of an organization is to serve the needs of society by offering **the necessary services**. i.e. the employees, who in order to fulfill their mission use the means provided by Management which are paid by the taxpayers, the organization as a total and the personnel must combine their efforts towards the direction of providing excellent services to society.

**4.** Finally, an important element of management during the period of the economic crisis is the effort to retain the morale of the personnel at satisfactory levels. Morale is a requirement for the development of ambition, while ambition on the other side, is the result of morale. An organization without ambitious members is like a garden without water.

As a conclusion let us try to maintain our optimism in the new work environment that is created and give a new boost to our workforce in order to remain effective.