

So, *business communication* is a specialized part of communication that deals with the exchange of message relating to the business activities. In fact, communication is the cornerstone of business and management process as no business can operate without communication. To ensure the free flow of information between the sender and the receiver, communication barriers must be overcome to avoid mismanagement and reach the primary goal of any business which is to maximize profits for its owners or stakeholders while maintaining corporate social responsibility.

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MODERN TIME MANAGEMENT TECHNOLOGIES

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The most specific setting of goals and objectives, short-term daily planning, accounting of the time spent and assessment of effectiveness will help to implement successfully almost any plan. There are many different methods of time management. They are not mutually exclusive and, if desired, you can use combinations of various methods, choosing the most convenient and suitable time management system for the individual.

With the development of information technology, more and more flexible, fast and convenient personal time management systems appear. At the same time, the development of Internet services, as well as the popularity of ultra-thin clients (programs running through a browser) leads to the fact that the number of online tools is already ahead of the number of separately installed computer programs. Thus, when forming your own set of tools, you can use real objects (notebooks, paper trays), Internet services, and work regardless of the presence of a program network [1, p. 67].

Paper products are, first of all, convenient for their simplicity, comprehensibility and tangibility. For example, each day you live can be fixed on a separate sheet in the diary, and the recording form can be almost any: it all depends on what you can draw. Another advantage of real tools is independence from energy supply, minimal time spent on training and low requirements for technical skills [3].

On the other hand, programs and Internet services, with the proper skill and proper selection of electronic tools for their needs, open up enormous opportunities. For example, the transfer of meetings, affairs or other events takes place in a matter of seconds and does not require erasing and strikethrough lines in the diary. Programs for maintaining a to-do list make it possible to create a hierarchy of tasks, and then make the necessary selections from the created database. There are already enough sites on the Internet, enabling to manage one of the most important elements of time management - a to-do list. There are both services with great functionality, that fully comply with the GTD (Getting Things Done) methodology, and very simple, but very convenient to use. Projects that implement individual tools of self-motivation or organization of time are also gaining popular [2].

A big drawback of modern technical tools for time management can be called poor mobility. However, many programs and services already have simplified versions for mobile phones, and also, if necessary, make it possible to quickly and easily print materials. In general, looking at the development of electronic tools, we can say that they already allow different socio-types to make the choice of the most convenient means for themselves and if not completely, then at least partially get away from traditional paper planning, while winning in speed, capabilities and convenience.

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PORTRAIT OF THE IDEAL EMPLOYEE

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It's very important for each employer what should be his employee. They create a rough framework under which to look for the right person to hire him. Because of the high level of unemployment, competition for jobs is created and they are found by those who suit employers with their qualities.

A good employee should be hardworking. Despite the knowledge and skills possessed by the employee, it is hard work that affects the quality of his duties. Such a person clearly sees the tasks and confidently achieves them, strives to succeed in work, grow up the career ladder. Unfortunately, recently there is a trend that the labor market is very difficult to find such people.

Responsibility is also an important quality of a good employee. Alas, not every employee wants to take responsibility for their actions, he prefers to dump them on colleagues or boss. A decision or action has consequences, and they are not always positive. A good employee should be responsible for his words and actions, and be able to admit his guilt [1].

Whatever the work performed by the hired employee, he will have to interact with other areas of activity. And it is very important that the employee was able to communicate with their colleagues or other people with whom he will intersect during his work. The ability to work in a team, if the position provides for it, is one of the most important qualities of a person who wants to see in his workplace. On how a person will behave with other people, will depend on the opinion of him, his reputation and the attitude of others.

The ability to think sensibly in different situations, to find an approach to problem solving, resourcefulness and initiative will not remain without attention. Situations are different, and not always the right decision is spelled out in the rules or contract. Within each employee should burn a flame of enthusiasm. If an employee works from under a stick, without motivating himself with some goals and rewards to achieve them, he will not advance far. He should calmly accept criticism and advice, listen to colleagues without resentment, separate work and personal relationships. Having leadership qualities, such an employee will be able to lead people, give them a task to perform, take the initiative. Sociability is the key to good relations in the team of employees or the company as a whole [2].