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## **EVALUATION OF THE BEHAVIOUR OF ORGANIZATION AND ITS ABILITY TO CHANGE**

The article defines and theoretically grounds system of behavioural characteristics of organization, which ensures the effective management of the implementation of improvements in the organization. The study of theoretical aspects of formation of indicators of organization's behaviour enables to identify personal and organizational performance. Personal indicators allow determining reserves for continuous improvement of individual skills and behaviour of an individual employee of the organization. These include personal vision, mission, key roles, critical success factors, performance indicators, self-management, self-development, self-coaching. The organizational indicators include: organizational vision, mission, core values, critical success factors, objectives, performance indicators, targets and actions aimed at organizational improvement. Evaluation of the quality management of the organization is the third element of its performance, which includes: identification of problems, finding the root causes of the problems, implementation of actions, verification of the effectiveness of these actions, etc. The purpose of performance and competencies man-

agement, the fourth element of the system, is to continuously achieve high performance by motivated and developed team. Performance management and competencies aimed at developing the abilities of staff for quality performance allow determining the reserves of knowledge accumulation, acquisition of skills, experience, qualifications, formation of attitudes, norms, values, attitudes, principles aimed at the professional performance of the work. Personal performance, organizational performance, characteristics of management on the basis of quality, assessment of performance and competencies management have a single focus – the determination of reserves for improvement, development and training. The proposed system of indicators is significantly different from traditional approaches to improvement, change management and the development of strategies that do not pay enough attention to the most important initial step of formulating the goals of individual behaviour and comparing their behaviour with the goals of the organization. Change and improvement in the organization is only possible when people are internally ready for them. The principles underlying the

formation of a system of indicators of organization's behaviour include: customer focus, agreed objectives of the individual and the organization, ethics and behaviour, engrossing and bringing pleasure work, focus on business processes, attention to long-term improvement, development and learning. To use the system of indicators in organization means to manage and make decisions based on facts and figures relating to the implementation of the perspective.

Application of this theory is only effective when it is based on the strategic development process, in which the vision and mission are key success factors, performance indicators, learning and planning processes concerning both individuals and organizations complementing each other. All together they contribute to the implementation of continuous improvement at all levels of the organization and development of human potential of employees.