

## THE MODEL OF SUSTAINABLE DEVELOPMENT OF A BUSINESS PERSON

The main attraction of Kyoto and maybe its greatest value, has dozens of names, and may be dozens of meanings that the wise monk Sōami put centuries ago into fifteen black stones, rough and different in size, placed on white gravel. Fifteen stones, as indicated in the guidebook. But in fact, only fourteen of the boulders are visible at one time. You can not see the fifteenth. It is blocked by others. You take a step along the wooden gallery that stretches along the edge of gravel rectangle, and again you see fourteen stones. The fifteenth, the one that had been hiding until now, is now among them, and another stone has disappeared [3].

The characteristics of a business person, an employee, a specialist, a higher school graduate, either appear or hide in each specific situation of his professional activity, and to what extent they reveal themselves influences the literacy of decision-making by specialist.

Japan has surpassed American and Western European competitors in many respects. From 1950 to 1973, the average annual growth in Japan's domestic product was 10.5 percent. For the rest of the world, it was half the size. In 1985, the volume of the Japanese gross product, which reached USD1,348 billion, was second only to the American one. Labor productivity in the Japanese manufacturing industry in the 70s and 80s increased by an average of 8.2% per year, while in the USA - by 3.3%, and, respectively, in Germany - by 5.5% [3]. "Hard work is the basis of spiritual cohesion in the structure of our industrial production," the Federation of Japanese Entrepreneurs declared.

Vladimir Tsvetov [3] writes: "The conversation with the manager Ryuichi Hashimoto began with my question, why an American businessman invests money first in capital construction, technology, equipment, and only then in personnel, whereas a Japanese businessman first invests in personnel, and only then in construction, technology, equipment.

– The current scientific and technological revolution requires the maximum use of human abilities, knowledge, and enthusiasm, – Hashimoto said. – You might force someone to swing a sledgehammer, but you can't force to think, and to think in such a way that it was useful and profitable for the company".

This is how Japan developed a system of experts preparation who were trained in the so-called school of "devils" (SD). This school had an army style of residence: early start in the morning, raising the flag, singing the SD anthem, physical training, classes and "lights out". The uniform sleeves had seventeen ribbons of shame which must be removed by protecting your work. Here are some concepts adopted in this school:

- discipline — in the course of training it is necessary to make a report that should be concise, clear and complete, and most importantly - accurate;
- lesson – a phone conversation should be polite, as in a temple, informative, as when uploading data to a computer, short, as when giving the command to go on the attack (give an answer to any question within two minutes);
- everyone should explain to the other quickly and just as clearly so that he can make the journey alone, without wandering and without asking anyone (briefly and intelligibly explain production tasks to subordinates);
- positive thinking — a completely meaningless text of 600 words should be learned by heart without a single mistake, clearly competently and confidently, in this way it is required to transmit orders to subordinates;
- learn how to make a decision quickly and correctly based on the received order;
- not to be late with actions, i.e. speed up the reaction to "events";
- to achieve the goal by bringing together all mental and physical strength;
- the most common reason for non-fulfilling an order is a sense of shame for the act, shyness, such feelings should be eliminated by school students.

This theory and the training of a specialist suggests that it is necessary to take the lowest indicators of a person starting from school, and bring them to the desired level.

Having determined what problems young specialists face, it is possible to neutralize their influence on the processes of achieving goals.

Questions arising from young professionals:

- how to predict your success;
- how to keep a business diary;
- how to analyse the efficiency of using your working time;
- why do you put things on afterwards;
- why do you try to do too much at once;
- it is difficult to link goals with everyday plans;
- how to master self-management.

Self-management [2] includes answers to the questions of a business person, helping him to improve his business qualities. Most frequently, clarifications are needed on the following issues: accounting the use of business time; accounting for time losses; setting goals; formulation and planning of goals; the ABC method of analyzing types of work; the Pareto method; the schedule of a person's working capacity; organizing the goal achievement process.

Having diagnosed own level of organization, a business person analyzes:

- what is the technique of personal work;
- how well is he organized;
- what devourers of time are;
- what time losses are present in his work schedule;
- how well he did his job.

Self-management offers a business person two methods of self-analysis and self-improvement:

- 1) the method of self-analysis of business qualities of a person;
- 2) the method of self-formation of business qualities of a business person.

The theoretical path of a business person practically starts from school. Years spent in school determine the main features of creative development of the individual. About ten years of education in a secondary school determine the first stage of personal development. Practically, it is from school that a 60+ year-long marathon begins, a marathon comprising of nine stages and allowing a young person to determine his place in life (Table 1).

Choosing a professional growth raises a thorny issue "what will be tomorrow?": a worker, a college, a technical school or a university student? A person determines where to go taking into account all circumstances of his life and enters the second stage of his "tomorrow". Studentship passes quickly, and in four or five years there is again the question "what am I tomorrow or in five-ten years?" This decision-making process is the most responsible, since the decision is made for the rest of your life. After completing his studies at the university, a young person becomes a specialist, he is supposed to have a certain set of business qualities that allow him to become a business person capable of creating, improving and enhancing his business qualities, his life goals, his social and public status, his financial condition, his future. The third stage, the decision-making stage, is the shortest yet the most responsible stage in his creative biography. It lasts a year or two, but its influence extends to all other stages, and the main thing here is to correctly distribute the speed of your development, the path that you need to go, the conditions under which you will have to "fight" for your future and the fullness of life and creative forces that are to accompany you in your life.

Table 1 – The creative path of a business person.

Path of a business person.	Specialist's age, years old	Description
The first stage	17 – 18	This stage begins with school, after which a person is determined with a further choice: worker, vocational school, technical school, university
The second stage	22 – 23	As a rule, it falls on the student years, where professional knowledge is obtained
The third stage	24 – 25	One of the most critical periods in which it is necessary to outline your path, the speed and conditions of its development
The fourth stage	30 – 31	Training and expanding their knowledge in the field of human relations and decision-making
The fifth stage	35 – 36	The fifth stage opens up to the specialist new knowledge, new powers, new responsibilities and conditions for his creative activity.
The sixth stage	40 – 41	The specialist has to be ready to work with a number of departments already responsible for the process of managing one or more special functions of administration.
The seventh stage	45 – 46	The specialist reaches maturity in the knowledge of enterprise management processes
The eighth stage	50 – 51	A specialist becomes an adviser to the new director
The ninth stage	55, 56 and more	Analysis of the management processes of the sustainable development of the enterprise and participation in all representative events

The fourth stage lasts about four to ten years. At this stage, the specialist is studying again, he replenishes his knowledge in the field of human relations, in the field of decision-making practice, in the field of improving management processes, professional literacy processes and the reliability of sustainable personal development. This stage determines the specialist in the speed of his development, in the speed of career growth. The specialist needs to understand that the next stage of growth is the head of the department, that new qualities, abilities, knowledge are needed to cope with this position of the head of the department. He will need to pay more attention to the production management, people and cooperation with managers at different levels. He will be responsible not only for the quality of his work, but also for the organization of the work of his department, for the quality and timeliness of all production tasks.

Entering the fifth stage of his development, the stage of the head of the department, an employee who leads a small group of specialists and is responsible for the timely and high-quality performance of all tasks of the department and does not allow the disruption of production tasks, but he also has new tasks: maintaining a moral climate in the team, positive friendly relations, mutual understanding and mutual assistance. Looking around and taking into account the speed of its development, the specialist understands that the next stage is even more responsibility, more duties and, accordingly, more people to build relationships with.

The sixth stage is the position of deputy director of the enterprise. It assumes greater responsibility, more complex tasks, a large amount of work, and he needs to prepare himself for management processes that cover the interests of the entire enterprise. Getting into a new higher management environment, he seems to enter into the competition procedure "who he is among other deputy directors". The authority and recognition of his head at the level of deputy director once again expands his professional knowledge, his managerial capabilities, his competence in the processes of the company administration.

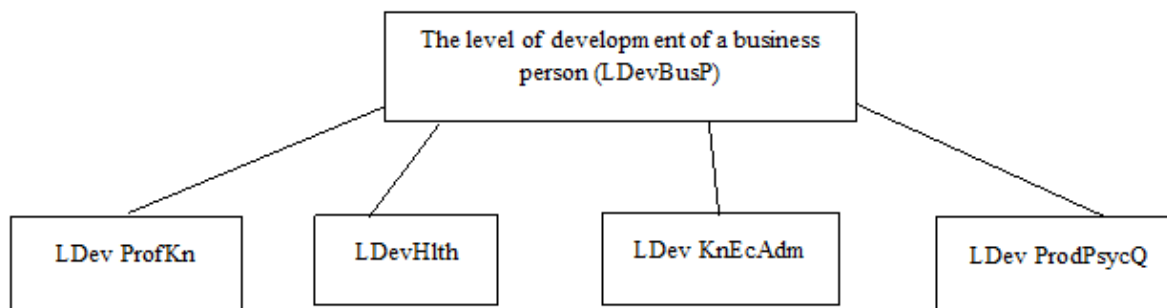
The seventh stage comes at the age of 40 - 45, when a specialist reaches maturity in knowledge of company administration processes and holds the position of director. His adaptation to this position is carried out with the support of the deputy directors and the director himself. Then, after 5-6 years, the director begins selecting a reserve of personnel and training the future director from his deputies. The director is preparing a replacement, knowing that when he becomes an "adviser to the director", his experience and knowledge are needed by the young director, and his material well-being will not get worse.

At the eighth stage, the director becomes an adviser to the new director at the age of 50 - 56 years or more, and responsibility for the decisions taken and for the conditions of the company's development falls on the shoulders of the new director.

The final ninth stage for a business person - specialist is associated with the analysis of the management processes of the sustainable development of the enterprise and with participation in all representative events, in all Councils and in the processes of training the company administration.

Based on the above, it is possible to describe a model of personal development of a business person (Fig. 1), consisting of:

- I. The level of development of professional knowledge (LDev ProfKn):
  - 1) the level of development of professional knowledge of the university (LDev PKnUn);
  - 2) the level of development of professional knowledge of production technologies (LDev PKnPrTec);
  - 3) the level of development of professional knowledge of economics (LDev PKnEc);
  - 4) the level of development of professional knowledge in administration (LDev PKnAdm).
- II. The level of health development (LDevHlth):
  - 1) level of development of physical health (L HlthPhys);
  - 2) The level of development of psychological health (L HlthPsys).
- III. The level of development of knowledge in economics of administration (LDev KnEcAdm):
  - 1) the level of knowledge of economics fundamentals (L KnEcFnd);
  - 2) level of knowledge of business administration (L KnBsnAdm);
  - 3) the level of knowledge of the company economics (L KnCEc);
  - 4) the level of development of knowledge in innovative technologies of effective administration (L KnIn-TecEfAdm);
  - 5) the level of development of knowledge of the personal development strategy (L KnPerDevStr).
- IV. The level of development of production and psychological qualities (LDev ProdPsycQ):
  - 1) the level of development of production and functional qualities of the individual (L PrdFunQInd);
  - 2) the level of development of personal business qualities (L DevPerBusQ);
  - 3) the level of development of situational and complex personality traits (L DevSitCmplQInd);
  - 4) the level of development of the complexity of the work performed (LDev CmplW);
  - 5) the level of development of work results in the study of personality traits (LDevWRes QInd);
  - 6) the level of development of strategic thinking (LDev StrThg);
  - 7) the level of development of production and psychological qualities of the individual (LDev ProdPsycQInd) );
  - 8) the level of development of the organization of the individual (LDev OrgInd);
  - 9) the level of development of purposefulness of the individual (LDev PurpInd);
  - 10) the level of development of the communicative abilities of the individual (LDevComInd);
  - 11) the level of development of anxiety of an individual (LDevAnxInd).



**Figure 1 – The model of sustainable development of a business person**

The mathematical description will take the following form:

$$F(LDevBusP(t)) = (LDev ProfKn (t)); LDevHlth (t); LDev KnEcAdm (t); LDev ProdPsycQ (t))$$

A business person, knowing the "career growth model", prepares himself taking into account the personal qualities of a specialist and the acquired professional knowledge and skills, maintaining a level of sufficient health to work at each stage of a specialist's career growth. Using the model of sustainable development of a business person allows you to make a specialist competitive.

### References

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