

## **THE LIDERSHIP PHENOMEN IN THE SOCIAL NEEDS CONTEXT**

*Leadership is a very important social phenomenon. It arises, exists and acts as a direct response to the vital need of the society in it. This need is driven by the need to harmonize the various goals, aspirations and interests of the people. In addition, it is necessary for the organization and coordination of joint activities of people to achieve common goals. The leader should use psychological and moral standing methods of influence on people.*

*However, a complex system of relationships and interdependencies between the leadership and the needs of society is not limited. A wide range of social needs must find the proper display of the general structure of the functions and responsibilities of the leader. On this basis, the company formed requirements for professionalism and personal qualities of the leader.*

*Professional competence of a leader involves deep understanding of the essence of the needs of society, their ability to analyze and summarize, and on this basis to build an effective strategy to meet those needs. Inasmuch as their satisfaction requires the participation of the whole society, the leader should enjoy the necessary professional and personal reputation of people.*

*Numerous historical examples strongly confirm the crucial role of leadership and the individual leader in the successful development of companies, organizations and entire states.*

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