

## **THE LIDERSHIP PHENOMEN IN THE VALUES SOCIAL SPASE**

*Leadership is a complex and important social phenomenon. It appears and operates in the coordinate system of interests and goals, processes and standards, requirements and constraints. All of them form a unity in the system of social values peculiar space. This space plays an important role in ensuring the normal life of society and the coordination of individual and public interests. This makes the phenomenon of leadership of one of the most important social values. The peculiarity of the role of leadership is that it is the carrier of these values, but timely notices that have become obsolete, and their authoritative influence promotes the establishment of new values. Based on them, the leader chooses an effective means and methods of influence on their supporters, their activities and behavior.*

*The phenomenon of leadership and the majority of these leaders inherent high value potential. It allows you to attract people to the creative search for ways and means to overcome the crisis and the definition of effective development strategies.*

*In the absence of effective leaders in society is doomed to degradation. But it is the self-regulatory system and therefore forming and brings leaders from their midst. It is the reaction of society to its natural need for leaders. The quality of leadership and its effectiveness depend essentially on the state of society, activity and culture of its citizens. Self-regulation provides for the mutual influence of leadership and values. The most important role in identifying and personal development of leaders in building a culture of leadership and its value orientations of the education system plays.*

**Key words:** *leadership, social values, bearers of values, interests and livelihoods of society, leadership impact.*