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PSYCHOLOGICAL ASPECTS OF CONSULTING

The article is devoted to the study of the main aspects of psychological nature, which are inherent in consulting. Emphasis is placed on the importance of mutual understanding between the consultant and the client for a successful consultation process and the achievement of goals. In particular, the psychological approaches used in the process of cooperation of consultants with clients are highlighted.

Consultants should be highly qualified specialists who specialize in providing consulting services for investment management, marketing, financial activities, personnel management, legal services, food quality and safety, land management and other production issues. These should be experienced employees of all levels of management, specialists of research and technological, scientific institutions, pedagogical employees of educational institutions, specialists of marketing services, consulting firms, etc.

As practice shows, in many cases it is effective consulting that helps to prevent significant losses that may occur due to mistakes made by managers and owners in planning, organizing and running a business, building relationships with partners, customers and more.

Psychological aspects of consulting involve the use of modern psychotechnologies in the work of consultants. In particular, to achieve the goals consultants should use psychological approaches in cooperation with clients.

Key words: consulting, consultant, client, psychological approaches, consulting services.

Забедюк М.С.

ПСИХОЛОГІЧНІ АСПЕКТИ КОНСАЛТИНГОВОЇ ДІЯЛЬНОСТІ

Стаття присвячена дослідженню основних аспектів психологічного характеру, які притаманні консалтинговій діяльності. Акцентовано увагу на важливості взаєморозуміння між консультантом та клієнтом задля успішного процесу консультування та досягнення поставлених цілей. Зокрема, виокремлено психологічні підходи, що застосовуються у процесі співпраці консультантів із клієнтами.

Ключові слова: консалтинг, консультант, клієнт, психологічні підходи, консультаційні послуги.

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ПСИХОЛОГИЧЕСКИЕ АСПЕКТЫ КОНСАЛТИНГОВОЙ ДЕЯТЕЛЬНОСТИ

Статья посвящена исследованию основных аспектов психологического характера, присущих консалтинговой деятельности. Акцентируется внимание на важности взаимопонимания между консультантом и клиентом для успешного процесса консультирования и достижения поставленных целей. В частности, выделены психологические подходы, применяемые в процессе сотрудничества консультантов с клиентами.

Ключевые слова: консалтинг, консультант, клиент, психологические подходы, консультационные услуги.

Problem setting and its relationship with important scientific and practical tasks. As a market economy is formed in our country, the need for consulting services is objectively growing. The development of consulting, the importance of which for the functioning of the national economy has long been recognized by both domestic scientists and managers of enterprises and organizations, becomes especially relevant.

Consulting today is seen as an integral infrastructural component of a market economy, a powerful sector of the economy of many developed countries, the leading role of which is related to the essence of the intellectual product created by consulting companies for client organizations to enhance their competitive advantage by mobilizing capacity and using existing business efficiency opportunities.

As practice shows, in many cases it is effective consulting that helps to prevent significant losses that may occur due to mistakes made by managers and owners in planning, organizing and running a business, building relationships with partners, customers and more.

Analysis of recent research of the problem. The works of such scientists as Bezкровny M.F., Kasyan S.Y., Korostelov V.A., Kropyvko M.F., Okhrimenko O.O., Palekha Y.I., Spylnik I.V., Vasilev G.A., Verba V.A. and others are devoted to the research of problems of consulting. However, the psychological aspects in the relationship between the consultant and the client needs more research.

The purpose of the article. The purpose of the article is to study the psychological aspects of interaction between participants in consulting.

The main results and their rationale. The main purpose of consulting is to disseminate and implement in the production of modern advances in science and technology, providing business entities by advisory services on management and marketing [1].

The rapid growth of the number of consulting organizations and the breadth of the range of their products places special demands on the quality of services, requires a clear definition of the boundaries of the consulting profession. In modern conditions, improving the professionalism and quality of services are becoming a defining task of the consulting market. Only through a high level of professionalism and constant efforts to improve it, the consultant is able to effectively use the growing demand for consulting services [2,3].

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Psychological aspects of consulting involve the use of modern psychotechnologies in the work of consultants. In particular, to achieve the goals consultants should use psychological approaches in cooperation with clients (Fig. 1).

The personal and professional relationship between the consultant and the client depends on choosing the right course of action, in particular, appropriate approaches.

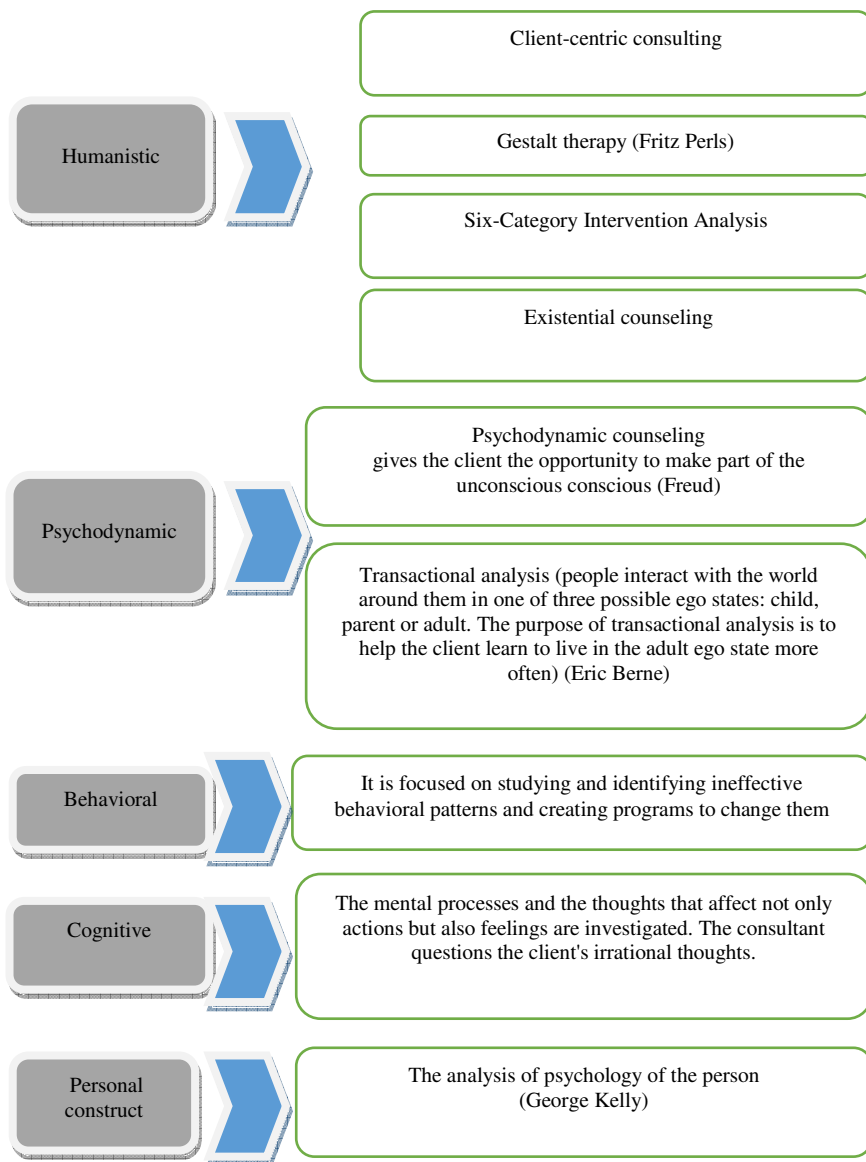


Figure 1. Psychological approaches in consulting

The consultant, providing consulting assistance to the client, must be able to understand his point of view, his problems and goals, the level of his knowledge and skills. Furthermore, It is important for the consultant to "feel" the way of thinking of a particular client. The information provided by the consulting service will be useful only if it is compatible with the way of thinking of the client.

Conclusions. Therefore, it depends on how best the consultant applies the appropriate approaches in his cooperation with clients, whether in general this cooperation take place and be successful. The trust of clients in consultants is an extremely important condition for the effective operation of the consulting services. The client must be convinced that the consultant acts in his interests, treats him kindly, and that he is competent in his field.

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