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ADAPTIVE LEADERSHIP IN THE ENTERPRISE MANAGEMENT SYSTEM

In the modern world, where the speed of change is becoming the norm, traditional leadership models no longer always work. Businesses, organizations and communities are faced with new challenges that do not have ready-made solutions. In such conditions, adaptive leadership comes to the fore - an approach that allows you to act effectively in conditions of uncertainty, complexity and constant transformation.

The influence of an adaptive leader and his leadership qualities, the ability to combine types, types and styles of management can determine the success or failure of strategic initiatives, change management in the enterprise. This issue covers a number of important aspects, including the ability to adapt to change, ensuring long-term success, focusing on sustainable development, using green technologies, saving all types of resources, using modern digital technologies in the enterprise, team motivation, corporate culture, social responsibility, etc.

Adaptive leadership is an approach to management in which the manager does not simply perform the function of control, but actively forms an environment for change, development and learning. Such a leader is not afraid to say: "We do not know the answer, but we will find it together". He is able to lead a business through crisis, transformation or growth. Leadership can be divided into several main types, each of which has its own characteristics.

In sources [1, 2, 3, 4, 5, 6], certain types, types and models of leadership are distinguished. A review of the literature made it possible to identify and characterize the main types of leadership: authoritarian, democratic, liberal, charismatic, ethical, transformational, transactional, situational, etc. K. S. Loginova highlights a digital leadership model, which in today's conditions of rapid technological progress and constant changes in the market is becoming a necessity [5]. Source [2] highlights green leadership - the orientation of leaders towards environmental protection, rational use of enterprise resources, increasing the efficiency of leaders' activities in ensuring environmental sustainability, the development of green technologies, responsible production and social responsibility at enterprises. Each type of leadership has its strengths and weaknesses and can be effective in different situations depending on the needs of the enterprise and the team.

A feature of an adaptive leader is his ability to use combinations of different types of leadership. Adaptive leadership is manifested when a leader: uses different types of leadership; maintains an open dialogue in crisis conditions; is not afraid to admit that he does not have ready-made answers; encourages the team to jointly search for new approaches; creates an environment where mistakes are perceived as a source of learning; acts strategically, taking into account long-term consequences.

Adaptive leadership is an important tool for effective change management in conditions of uncertainty and complexity. It allows not only to carry out external transformations, but also to change the internal culture of the organization, forming flexibility, responsibility, and openness to new things.

Adaptive leadership plays a key role in the formation and implementation of the enterprise's strategy, determines the vector of its development, sets the goals and vision of the enterprise, clarifies priorities and provides the necessary level of motivation of personnel to achieve goals. At the same time, it involves the team in the discussion, which helps to take into account different points of view and obtain a more comprehensive picture of the state of the external and internal environments. Communication and open information help to significantly reduce resistance to change, since personnel better understand the tasks, motives and expectations.

Therefore, in modern business, the organization that adapts to change faster wins. Adaptive leadership is a management style that allows companies to remain relevant, competitive and sustainable. This is not just a reaction to changes - it is their proactive formation. Adaptive leadership has a decisive influence on the creation and implementation of enterprise strategies. The leader is the driving force of strategic management, ensuring the formation of a mission, vision, coordination, and employee involvement. Modern adaptive leaders use combinations of different types and models of leadership. In the context of digitalization and globalization, leaders are actively using digital and green leadership models, directing their strategy towards environmental protection and the use of digital technologies, which is the basis of the company's success in the market.

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