

# THE INFLUENCE OF SOCIAL INTELLIGENCE ON THE SUCCESS OF MANAGEMENT IN EDUCATIONAL INSTITUTIONS

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## Abstract

The author examines the key aspects of social intelligence, such as empathy, social perception, the ability to effectively communicate and resolve conflicts, as well as their role in the formation of a healthy educational climate. It is substantiated that social intelligence allows the heads of educational institutions to successfully adapt their activities to changing conditions, improve relationships within the team and increase the effectiveness of the educational process.

**Keywords:** Social intelligence, management, educational institution, empathy, communication, conflictology, success, team, personnel management, leadership.

## Introduction

In recent decades, the concept of social intelligence (SI) has gained significant importance in the theory and practice of management. In educational institutions, where the relationship between the manager, teaching staff and students plays an important role, social intelligence is one of the key factors in successful management. Social intelligence includes the ability to effectively interact with others, understand and take into account their emotions, as well as adapt one's behavior in various social contexts [1].

## MATERIALS AND MATERIALS

Social intelligence (SI) is the ability of a person to successfully navigate social interactions and act effectively in various social contexts. This term was introduced in psychology to refer to the skills and competencies that allow people to build and maintain quality relationships with other people. Unlike cognitive intelligence, which is concerned with problem-solving and information analysis, social intelligence focuses on the ability to understand and take into account the emotions, motivations, and behaviors of other people.

The main components of social intelligence are:

Empathy is the ability not only to understand, but also to feel the emotions of another person. Empathy is the basis for the formation of trusting and supportive relationships in the team, especially in the educational environment, where an individual approach to each student is important. Empathy helps teachers and leaders to better perceive the emotional reactions of students and staff, which contributes to the successful resolution of problems and conflicts.



Social perception is the ability to perceive social signals and correctly interpret the behavior of others. Social perception helps to assess people's emotions, intentions and motivations, as well as predict the consequences of various actions in social situations. In an educational environment, this quality is important for diagnosing the state of the team and timely intervention in case of tension or dissatisfaction among employees or students.

Communication skills include not only the ability to express one's thoughts clearly and understandably, but also the ability to listen, actively participate in discussions and express one's ideas constructively. In the pedagogical context, communication plays an important role in interacting with students and their parents, as well as in building effective relationships within the team.

## RESULTS AND INFORMATION

Managing an educational institution is a multitasking and multifaceted activity that requires not only professional knowledge from managers, but also developed social intelligence. Successful management is based on the ability to build effective relationships between different groups – students, teachers, parents, administrative staff, as well as to solve emerging problems at the level of communication and interaction [2].

Social intelligence, first of all, helps the heads of educational institutions to establish high-quality communication within the team. It is important not only to be able to convey the necessary information to employees, but also the ability to listen to their opinions, take into account their needs and expectations. For example, in the educational process there is a need for constant feedback, and this is impossible without the establishment of trusting relations between all participants.

### Maintaining a positive climate

One of the most important aspects of social intelligence is the ability to create and maintain a positive and healthy climate in the team. In educational institutions, the climate can affect the motivation of employees, their professional well-being and desire to work. A leader with high social intelligence is able to create an atmosphere of mutual understanding and support, which contributes not only to productive work, but also to reducing the level of stress among teachers.

### Leadership and inspiration

Social intelligence is also of great importance for the development of leadership qualities. A leader in an educational institution is not only a person who makes decisions, but also someone who inspires others, creates confidence and strives for a common goal. A manager who shows empathy and understanding of the needs of his employees can motivate teachers to achieve high results and involve them in the implementation of innovative projects [3].

### Conflict Resolution and Dispute Resolution

The presence of developed social intelligence in the manager allows you to effectively resolve emerging conflicts. In educational institutions, conflicts can be caused by differences in approaches to learning, personal contradictions between teachers, or dissatisfaction with



parents. Social intelligence helps not only to identify such problems in a timely manner, but also to solve them constructively, taking into account the interests of all parties.

The use of social intelligence in educational institutions helps not only to improve relations within the team, but also contributes to more effective training and education of students. In a dynamically developing society, when educational standards and requirements are constantly changing, special attention should be paid to the development of social intelligence among managers and teachers [4].

### **Inclusive education**

One of the examples of the successful use of social intelligence in educational institutions is the introduction of inclusive education, which involves the inclusion of children with special educational needs in the general educational process. In this context, social intelligence is necessary in order to effectively interact with children, their parents and colleagues. Empathy and social perception allow teachers and leaders to better understand the needs of each student, and therefore create a more comfortable learning environment for them.

### **CONCLUSION**

Thus, social intelligence plays an important role in the success of the management of educational institutions. It not only improves personal interactions, but also contributes to the creation of effective organizational structures, increases employee motivation and improves the quality of the educational process. The development of social intelligence among managers and teachers is an important condition for the successful implementation of modern educational standards and adaptation to dynamic changes in the field of education.

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