

## Секція 7. УПРАВЛІННЯ ЯКІСТЮ ТА ЕКОЛОГІЧНА БЕЗПЕКА

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### **PERSONAL FORESIGHT TECHNOLOGY AND FORESIGHT OF SMALL SOCIAL GROUPS IN MANAGEMENT AND CONSULTING (ТЕХНОЛОГІЯ ПЕРСОНАЛЬНОГО ФОРСАЙТУ І ФОРСАЙТУ МАЛИХ СОЦІАЛЬНИХ ГРУП В УПРАВЛІННІ І КОНСУЛЬТУВАННІ)**

*Розроблено технологію форсайту малих груп та персонального форсайту для використання в управлінні, бізнесі і персональному консультуванні. Серію методик експрес-форсайтів впроваджено в умовах підприємств і організацій різних виробничих та господарських сфер. Доведено ефективність використання технологій експрес-форсайтів та персонально-орієнтованого форсайту в управлінському та персональному консалтингу.*

Predictive technologies are the basis of social, economic and scientific development in the modern information age. Scientists actively implement the subject of predictive modeling and Foresight researches in the majority of the developed countries. Thus, in some European countries, up to 300 Foresight researches are annually held in businesses and managerial structures of various fields that can increase economic efficiency of business activities. The experts from Japan, Russia, Germany made a substantial contribution to the development Foresight researches. Currently, the methods and techniques of managerial forecasting for large social systems are worked out. The task of strategic forecasting for major administrative systems, territories, corporations are being successfully resolved both in domestic and in foreign practice by means of various techniques. The most promising is the technology of rapid Foresight. However, increase of the demands to human capital, the expected advance in the developed countries of the Sixth technological structure and appearance of the germs of the Seventh technological structure (psychological technologies environmental technologies, quantum and managerial technologies of new generation) makes the development and implementation of intensive forecasting methods actual both at the level of large systems, and at the level of small communities, groups, to the life and work of a particular director, manager or entrepreneur. Increase of the importance of human factor in the information society, growth of customer

oriented services raise the question of the development and implementation of methods and means of forecasting express Foresight for small and medium enterprises, collectives, creative and scientific groups and individuals. The development of tools for creating personal forecasting and strategies is an important objective in applied management forecasting, personnel management and psychological consulting. An effective tool in consulting activities and business and psychological consulting is the creation of a personal Foresight – a complex personal forecast. Personal Foresight can be directed towards the client's life in general, in some periods and in the areas of professional and personal realization of the client. Some tests, scenario and strategic techniques, resource management, working with the identity, design work, can also be used. Usually customer surveys, tests and diagnostic games are applied in personal Foresight practice, main trends of a person's activity and life journey are identified, quantitative and qualitative indicators are established within the system of values of client's coordinates. The bifurcation points (poly-furcation) in the life of a client may also be determined. Main scenarios resources, scenario conditions may be identified. An important task is to determine potential force majeure («black swans» or «wild cards») in the life of a client. Implementation of personal Foresight and Foresights of small social groups – small enterprises, creative groups, domains, and family groups demonstrate their high efficiency, value for the customer and safety conditions for adequacy and compliance procedures. Methods of personal Foresight meet essential requirements of Express Foresight of small systems, but require additional scalability and application of psychological support. An important source of forecasting during the creation of personal Foresight includes game simulations. It is possible to use tests, scenario and strategic techniques, resource management, working with the identity, design work. The series of typical methods of Express Foresight in terms of enterprises and organizations is designed and introduced. Application of the techniques of personal Foresight in managerial consulting significantly increases the management efficiency and predictive reliability of the results. The developed techniques are used in the practice of consulting management of the companies of various industries, as well as in the practice of training and psychological treatment. Results of the research match domestic and foreign psychologists and specialists in management. The existing methods of Express Foresight of small and medium enterprises are modified; the methods of personal Foresight are developed. The results of practical implementation of Express Foresight methods and personal Foresights in enterprises and consulting practice demonstrate their effectiveness, safety, ability of the methods to be used in a wide range of managerial, anti-crisis and research tasks.