

## **COACHING AS A TOOL FOR COMPETENCES' DEVELOPMENT OF MODERN LOGISTICS MANAGER**

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The main aim of the article is a presentation of key competences for logistics managers against today's economic challenges and opportunities by increasingly widespread improvement of tools-coaching. There are also issues of a role of manager as an individual. That has an influence on TSL sector's development and change management. The whole context of this article is based on literature analysis and authors' observations, realized during their work in consulting and coaching in several years.

The article formulates requirements for professional managers, which provide logistics and supply chain processes. Based on existing requirements, the key competencies in logistics management are identified. The success of a manager in the TSL is mainly determined by competencies owned logistics manager. Management features of a modern enterprise that flexibly responds to changes, requires managers to make an optimal solution of the existing problems in the rational use of the enterprise. In turn, market globalization, strong competition, customer requirements actualize research

environment, predicting and counteracting its effects.

The necessity of the skills of informal behaviours is grounded and the possibility of using coaching as one of the modern tools of education is discovered. Considering the diversity of forms of knowledge management at the enterprise, diversity of professional duties and private life, the authors singled the following: coaching, life coaching (personal coaching), management coaching, individual coaching, team coaching, business coaching, performance coaching. The most important arguments for using coaching by logistics companies appear relatively low cost compared to other costs of development workers, the implementation of staff for specific needs of the organization, the impact on employee engagement, interest and motivation of employees.

Employees with a high level of knowledge are an essential element of the innovative enterprise, so the subject of knowledge and competence management by using modern tools such as coaching, worth attention and will act as the object of further research of the authors.