The current conditions for the development of young professionals pose challenges: the COVID-19 quarantine and Russia’s invasion of Ukraine have led to the spread of distance learning, affecting the development of soft skills. Despite the resumption of classroom teaching, issues like poor communication, inability to present or argue opinions, and problems working in teams persist. However, these can be addressed using modern technologies and teaching methods. This study aims to analyze the impact of interactive teaching methods on developing soft skills among university students. Soft skills are crucial for future managers’ careers. The article examines the peculiarities of developing and applying soft skills as key to the competitiveness of future managers in the Ukrainian context, integrating innovative educational practices. Emphasizing the importance of interactive learning tools, the study highlights their relevance for preparing future managers for modern labor market challenges, applicable in both online and offline settings.

**Keywords:** soft skills, interactive learning tools, communication skills, methods of soft skills development, higher educational institutions.

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Problem statement. In today's world, where technology is rapidly evolving and markets are constantly changing, a successful manager requires not only technical knowledge and skills, but also understanding and ability to work with people. In this context, the concept of "soft skills" is gaining in importance. Soft skills are intangible qualities that allow you to communicate, collaborate, resolve conflicts and lead a team effectively.

This article is devoted to the peculiarities of the development and application of soft skills among future managers and their impact on competitiveness in the modern business environment. It will highlight the importance of these skills in management and their role in career success.

This analysis will be based on the experience gained during foreign language classes, where soft skills are intensively emphasised as an important element of preparing students for future professional challenges. The analysis will cover key aspects of soft skills development, such as communication, leadership, collaboration, creativity and adaptability. It will also explore the methods of training these skills and their integration into the educational process to prepare future leaders.

Research shows that mastery of soft skills can be the key to career success and a decisive factor in competing in the labour market. Therefore, by looking at these aspects, we can better understand how to effectively develop and apply these skills to achieve professional and personal growth in modern business.

Analysis of recent research and publications. Considering the current realities in which future professionals are studying, namely the COVID-19 pandemic and Russia's full-scale invasion of Ukraine, which has led to distance learning for students, the development of soft skills is really important. And in order to engage students in their development in an effective and interesting way, it is necessary to use a variety of interactive approaches. Such Ukrainian scholars as O. Bashkir, O. Kadaner, I. Paslavskva, Y. Sydorenko, N. Makhnachova, J. Didenko, V. Tryndiuk, A. Martyniuk, A. Hubina and others have been studying interactive approaches to soft skills development.

The main goal is to identify the potential of using interactive learning tools to develop key soft skills, such as communication, leadership, collaboration, creativity and adaptability. The article aims to highlight the benefits of using these skills in management and their role in career success.
interactive exercises, simulations and other active learning methods in the process of forming competent and competitive managers.

**Presentation of the main research material.**
Soft Skills include a wide range of personal, interpersonal and intercultural skills that are essential for a successful career in management and business. They include communication skills, leadership, collaboration, creativity and adaptability to change, which are essential for effective team leadership and achieving the organisation’s strategic goals.

For the effective development of Soft Skills among future managers, it is especially important to use interactive learning methods. Interactive methods facilitate active involvement of students in the learning process and allow them to practically apply the knowledge gained in real-life situations.

A modern specialist should have knowledge of their speciality ("hard skills"), digital technologies ("digital skills") and soft/flexible skills ("soft skills"). According to the study, there is currently no consensus on the classification of soft skills. In particular, J. Didenko identifies three groups of soft skills: communication, personal and professional [15].

Communication skills characterise a person's relationship with others and include the following skills: interpersonal communication, persuasion, teamwork, listening, following instructions, and conflict resolution [13].

Communication skills also characterise a person’s relationship with others and include the following skills:
- interpersonal communication;
- ability to persuade;
- ability to work in a team;
- ability to listen;
- ability to follow instructions;
- ability to resolve conflict situations [3].

Personal skills are the qualities of a person that characterise his or her personality in a certain way, with the help of which he or she overcomes problems, adapts to unusual conditions, sets goals and achieves them in a certain period of time, and which are aimed at the person himself or herself (managing his or her emotions and personal development). These include the ability to create presentations, think creatively and critically, set and achieve goals, and manage time [13].

Among them:
- ability to create presentations;
- ability to think creatively and critically;
- ability to set and achieve goals;
- time management skills;
- emotional intelligence [3].

Professional skills are aimed at solving general professional tasks in a broad sense and consist of:
- ability to take initiative;
- ability to learn;
- ability to adapt and flexibility;
- leadership skills;
- ability to communicate with clients [3].

To develop soft skills in the context of foreign language teaching, according to G. Korniush notes, it is important to provide appropriate pedagogical conditions, namely: to create an organic combination of forms of organising learning activities (individual, pair, group), a balanced combination of types of speech activities (speaking, listening, writing, reading), methods and exercises that reproduce real life scenarios and professionally oriented situations, as well as the proper implementation of the process of self- and mutual assessment of learning achievements and performance [3].

One of the well-known and flexible interactive methods is a business game as a form of modelling the conditions and relations of professional activity that are characteristic of a particular type of practice, which promotes the development of professional skills, forms skills of interaction with partners, evokes positive emotions, stimulates mental activity, develops non-standard thinking, forms business qualities and traits of future professionals. The specificity of the business game is that the learning process is as close as possible to real practical activities, which activates the theoretical knowledge gained and translates it into practical activities.

One of the features of this method is the creation of problematic situations, during which the individual reaction of students to the problem, various options for its solution, and the ability to bring the solution to a logical conclusion are observed. Learning in business games is aimed at forming communication skills of establishing and maintaining communication, expressing one’s opinion and attitude to various issues, and promotes the development of creative activity [2].

One suggestion is to create English-language quests or games that can be used both within pairs and in various circles. Interactive games can also be used in final lessons on a topic or discipline.
However, this type of activity can be developed by both teachers and students for their classmates. Interactive exercises and games are aimed at developing communication skills, flexibility, and the ability to work in pairs or in a team, which helps students become potential competitive employees.

Teaching methods play a key role in the effective acquisition of knowledge, but also in the development of soft skills. One of the most important aspects of developing soft skills in the process of learning foreign languages is communication. Social skills such as flexibility and adaptability, public speaking skills, teamwork and leadership skills require the ability to communicate effectively. The specificity of modelling professionally oriented communication situations is that the teacher should create learning situations that are professionally relevant to students, meet their cognitive interests in the professional field of study, and allow them to reveal and implement foreign language communication skills necessary for the activities of agricultural specialists. We mean their ability to conduct a conversation, correctly express and argue their views on a particular issue, find out the interlocutor's opinion, ask for information, clarify facts or data, ask for help or offer their assistance, etc. For example, for students studying management, you can prepare the following discussion questions: "Is a successful manager a genius or a hard worker?"", "Should a manager be a psychologist?", "Women and business", "Does money make us happy?", etc. [14].

Thus, the use of interactive learning tools is an important component in the development of soft skills in future managers, contributing to their competitiveness in the labour market and improving the performance of organisations.

Conclusions. Soft Skills are an essential element in shaping the competitiveness of future managers in today's business environment. These skills, which include communication, leadership, collaboration, creative and adaptive skills, are critical for successful team leadership and achieving the organisation's strategic goals.

The use of interactive teaching methods, such as simulations, role-playing games, case studies, debates and projects, is an effective approach to developing soft skills among students. These methods promote active involvement in the learning process, allow for practical application of the knowledge gained and develop key skills necessary for a successful career.

Scientific research confirms that the use of interactive teaching methods contributes to a significant improvement in students' communication skills, leadership, effective cooperation and creativity. This is especially true in the Ukrainian educational context, where there is a growing interest in the introduction of the latest teaching methods.

Thus, the use of interactive learning tools is an important component in the development of soft skills in future managers, contributing to their competitiveness in the labour market and ensuring the successful functioning of organisations in the global business environment.

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