



Development Strategies In The Management Of Preschool Educational Organizations

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ABSTRACT

This article analyzes the theoretical and methodological foundations for implementing a diversification approach in the management of preschool educational organizations, as well as development strategies based on a systems approach.

KEYWORDS: Diversification, modernization, strategy, educational services, management, approach, stakeholder, analysis.

INTRODUCTION

Globalization, the rapid development of information technologies, and changes in the socio-economic environment require educational institutions, including preschool educational organizations, to be flexible and capable of quickly adapting to new conditions. In this context, strategic management becomes particularly important, as it enables organizations not only to respond to external challenges but also to proactively shape their future.

Preschool educational organizations play a crucial role in forming children's basic skills and competencies, laying the foundation for their further development and learning. Effective management of such organizations directly affects the quality of services provided and the level of satisfaction of consumers—parents and society as a whole. However, the specific nature of preschool institutions, associated with special responsibility for children's development and safety, imposes additional requirements on management approaches. Traditional management methods often fail to sufficiently take into account the dynamics of the external environment and do not allow for a rapid response to change, which may lead to a decline in organizational effectiveness.

Main Part

Classical principles of management are presented in the works of scholars such as Fayol (1916), Taylor (1911), and Weber (1922). Their adaptation to the field of education has been carried out by many researchers. For example, Fayol's principles of planning, organizing, controlling, and leading are considered fundamental approaches to effective management in preschool educational institutions. Researchers emphasize the need to introduce modern management methods and models, train leaders in new tools and approaches, and take into account external factors influencing institutional activities.

Strategic management based on a diversification approach represents a complex activity aimed at defining long-term organizational goals, developing strategies to achieve them, and ensuring the necessary level of adaptation to changes in the external environment. In the context of preschool educational organizations, strategic management makes it possible to ensure

sustainable development, improve the quality of educational services, and meet the needs of key stakeholders.

Furthermore, modern methods and models of strategic management have significant potential to increase the effectiveness of preschool educational organizations. The use of strategic planning, management by objectives, a process-oriented approach, adaptive management, innovative management, and a stakeholder approach enables organizations to respond more flexibly to changes in the external environment, improve the quality of services provided, and meet the needs of various stakeholder groups. To successfully implement modern strategic management methods in preschool educational organizations, the following recommendations are proposed:

Integrated approach: using a combination of complementary methods to offset the limitations of each.

Adaptation to organizational specifics: considering the institution's size, culture, resources, and external environment when selecting methods.

Staff training: investing in the development of managerial and professional competencies of employees to ensure effective application of new methods.

Stakeholder engagement: actively cooperating with parents, staff, the local community, and educational authorities to consider their interests and increase loyalty.

Monitoring and evaluation: regularly assessing the results of implementing strategic management methods and adjusting approaches when necessary.

Conclusion

In conditions of constant change and increasing competition in the educational services market, preschool organizations that use modern strategic management methods have greater opportunities for sustainable development and success. The practical significance of this study lies in the fact that the recommendations presented in the article can be used by heads of preschool educational organizations to improve management effectiveness and the quality of educational services.

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