

In conclusion, summarizing all the above it should be underlined that when communicating with a potential deceiver start it is not necessary to rely on only one mark of deception, there must be several of them. Facial expressions must be accompanied by appropriate intonation, words and gestures. Even considered only the face, it should not judge by individual manifestations, if they are not repeated or, better yet, not confirmed by other expressions.

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## **THE IMPORTANCE OF A MOTIVATION SYSTEM FOR EMPLOYEES OF THE LOGISTICS DEPARTMENT IN EUROPEAN COMMUNITY**

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Each manager would like to have responsible and hardworking employees working at his enterprise. Unfortunately, you will not get too far basing enthusiasm only. Hence any initiative needs material encouragement.

The vague terms of fair and understandable system of motivation should be clarified. Many company executives react negatively to the word "motivation". Unfortunately, the phrase "staff motivation" is often associated with some kind of coaxing the company's employees, who never "come to work on time", "work somehow" and are completely "non-initiative". In turn, employees have a well-established idea that they will get their salary just for 'going to' work. And the size of the company's profits for a certain period of time does not affect their remuneration. Accordingly, there are no serious reasons for working hard at work. To connect the dots, a commercial company is gradually turning into a budget organization in which no one is responsible for anything except, of course, the owner of the company. He actually "responds" with his profit, which gradually begins to decline.

To clarify the question, all personnel functions should be clearly defined. Their implementation must be constantly monitored. Functions should be formalized so that they can be, measured, and additionally to fix the degree of implementation. Every employee should always understand what he will get for enhancing the performance indicator. [2]

To hone the organizational peculiarities of structure of the company it should be noted that the shortcomings of any organizational structure increases the company's total market costs for several reasons: duties and responsibilities do not

correspond to each other; staff motivation is associated with costs and revenues only.

Thus, it is obvious that the organizational structure of any European company should be both transparent and logical indeed. The peculiar coordination of budget, structure and motivation must be rigid; otherwise we cannot say that we manage the processes of occurring in the company. The structure of the company should be determined primarily by the distribution of responsibilities. Responsibility without strong and reasonable urge is absolutely ineffective. [3]

Side with responsibilities, they are the functions that ultimately affect the budget whereas motivation is determined by responsibilities and is structured in such way that determines responsibility in monetary terms. [1]

In addition, the company must have a system for measuring the performance and assessment for each employee. For the performance of their duties, each employee must be responsible, that is, responsibility must flow from duties. After all, in the end, a set of responsibilities determines the structure of the company.

The second component necessary for the development of the structure of the company that meets the main goal is assessment. It is equivalent to determining whether you work well or poorly, and is determined by how much money you save to the company for the certain period of time. Assessment is determined according to your contribution to the creation of the company's profits. As a result, it is associated with the money of the organization. And we are talking about the budget, which meets all the laws of the construction of management (actual) accounting.

The urge for employees is absolutely necessary as this is an objective incentive for each employee to squeeze out of their job responsibilities maximum efficiency in their work; this is the ability to minimize costs by increasing efficiency; finally, this is the ability to maximize profits. [3]

The system of motivation and urge, being part of the organizational structure of the company, requires wherewithal development. It consists of the following steps: the evolution of job responsibilities of all company employees; supple building of a management accounting structure; the promotion of criteria for the performance of official duties related to management accounting items.

The development of motivation criteria is inextricably linked with the construction of a corporate information system. Its structure should correspond to the organizational structure of the European enterprise and ensure effective management accounting. [2]

To conclude, it is unlikely that it will be possible to create a system of motivation immediately and, therefore, a system of perfect assessment of quality work. But, undoubtedly, by the method of successive approximations after a certain period of time, it will be possible to understand the structure of the principles formulation for constructing an assessment and urge system and how communication is carried out efficiently with expenditure items. The system of assessment of employees' good work with certain regularity will inevitably change, so their adjustment must take place in working mode.

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## INTERNATIONAL BODY LANGUAGE DE CODE

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Each country has its own non-verbal means of communication. In the same time there are international gestures that do not depend on cultural characteristics and are understood the same everywhere. Analyzing the performances of famous personalities, audience can understand their intentions and whether they are telling the truth. Businessmen, politicians and actors know the secrets of body language to effectively influence the audience.

A striking example is Donald Trump – the President of the United States and a well-known businessman. His distinctive gesture is a handshake. By following them, it is possible to draw conclusions about how people relate to each other. To squeeze a hand and for a long time not to let go symbolizes about sincere sympathy. A more neutral and restrained handshake the interlocutors are poorly now. A very strong handshake can knock a partner out of a rut.

A characteristic gesture of the Portuguese football player - Cristiano Ronaldo is a nod. This gesture is a way to achieve mutual understanding and trust. Twitter founder Jack Dorsey tilts his head down during his interviews and supposedly closes his eyes. This can be a sign of concentration and listening to yourself. If the speaker raises his eyes it speaks of fantasizing, which is not the most successful gesture.

The founder and chairman of the Alibaba Group board of directors, Jack Ma, underlines every word with a gesture. In this the pressure and confidence are read, but there is no place for dialogue with the audience. Billionaire Mikhail Friedman demonstrates self-confidence and his social status with his legs crossed.

In conclusion, it can be added that knowing how to decipher the gestures of famous people, as the way to learn a lot about their thoughts, intentions, restraining the true movements. A feature of the body language is that its manifestation is due to the impulses of our subconscious, and the lack of the ability to fake these impulses allows us to trust this language more than the usual, verbal way of communication. Forging and imitating body language over a long period of time is difficult, but it is useful to learn how to use positive, open gestures to successfully communicate with other people, and to get rid of gestures that have a negative tinge.