Knowing all these tips of successful negotiations can help you to prosper not only in the sphere of business or management but in personal life too. Realizing this fact can definitely need to success in all spheres of life.

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HOUSING AND URBAN DEVELOPMENT: CHANGING THE MANAGEMENT STYLE THROUGH COMMUNICATION

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Over the past years, local governments in Ukraine have used variety of administrative reforms to help clarify goals and improve performance to adjust to changing political and social environments, and demands for new services.

Today, Housing and Urban Development (HUD) is a key issue to consider in delivering healthy and attractive communities [1, 2]. The aim of this study is to develop strategies for integrating HUD for urban sustainability n the base of consultation with customers and stakeholders at all levels. In achieving this, the study conceptualized and investigates focuses on sustainable HUD issue in Ukraine. It adopts case study methodology, data collection and mixed method data analysis.

As a result of this consultation effort, primary management reforms were suggested:

- reorganizing by function rather than program; consolidating or privatizing;
- modernizing / integrating HUDs outdated financial management systems;
- creating enforcement authority with one objective: restoring public trust;
- refocusing and retraining HUDs workforce to carry out the revitalized mission;
- establishing performance-based systems for HUD programs, operations and employees;

 replacing HUDs top-own bureaucracy with a new, customer-friendly structure.

The findings identify several strategic objectives based in the strategic planning process taking into account factors contributing to this issue as socio-economic, environmental, unequal distribution of urban resources, and the wide gap between the rich and the poor:

- fight for fair housing;
- increase affordable housing and home ownership;
- reduce homelessness:
- promote jobs and economic opportunity;
- empower people and communities;
- restore public trust.

Recommendations to ensure sustainable urban development based on the establishment of affordable housing strategies, social and environmental interaction design strategies that have allowed to link the daily operations of HUD with strategic goals stated in the departmental planning documents, including the strategic plan, the annual performance plan, and the budget submissions.

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SAVING ENERGY MANAGEMENT IN URBAN ECONOMY OF UKRAINE

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In the context of the present-day socio-economic realia, Ukrainian cities keep looking for opportunities to save energy and reduce energy costs in the buildings of public sector. The results herewith not only depend on substantial investments in refurbishment of the buildings themselves, but are also largely determined by the proper training and qualification of their operating staff. Improving energy efficiency is particularly of vital importance for the municipalities in Eastern Ukraine, where the number of internally displaced persons dramatically increased in recent years, while energy conservation has become one of the most urgent needs.