

## ABSTRACTS

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### **THE PRINCIPLES OF STRATEGIC MANAGEMENT OF SECONDARY SCHOOLS**

Addressing strategic management of secondary schools is not possible without the formulation of principles that should be the basis of activities of the system and allow the use of laws of control in specific circumstances of implementing the definite processes. Therefore, the system of strategic management of secondary schools should be formed based on modern principles that will allow this type of educational institution to maintain its competitiveness. Thus, to be effective, the head of an educational institution should be guided by the principles of governance.

Strategic management is a part of management and is the science of strategic aspects of organization – the principles, methods, and means of achieving the objectives of the organization in the long run. Therefore, in order to formulate and describe the principles of strategic management of secondary schools in the first place, it is necessary to reveal the contents of the general principles of management, principles of education, principles of strategic management of the organization and principles of strategic management in education.

Based on the analysis of the above principles, we offer an original classification principles of strategic management of secondary schools: determination of strategic management, the principle of scientific and analytical predictions; information sufficiency and reliability; long-term evaluation of perspectives and decisions; flexibility, dynamic stability and control of the strategic management of general educational institutions; unity of strategic plans and programs; the principle of accounting and consistency of external and internal factors in the development of an educational institution; creating the necessary conditions for the implementation of the strategy; the principle of matching strategy and tactics of management in secondary schools; the principle of priority of the human factor; the principle of determination of strategy and organization of strategic accounting and control; the principle of strategic relevance of an educational institution available resources; a clear organizational separation of the tasks of strategic management and operational management tasks; personalization strategies; principles of marketing.

*Key words: principles, principles of management, strategic management, principles of strategic management of organizations, strategic management of secondary schools.*