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WAYS OF IMPROVING THE FINANCIAL CONDITION OF AN ENTERPRISE AT THE MENTAL LEVEL

In today’s business environment, improving an enterprise's financial performance is not only about strategic decisions, resource allocation, or market expansion. Increasingly, research and case studies highlight the critical role of «mental capital» – the mindset, attitudes, and collective mental framework of an organization. Just as financial health impacts the mental well-being of individuals within a company, the mental attitudes and collective beliefs of employees influence the financial success of the business. This report will explore how focusing on mental-level improvements can enhance an organization’s financial condition, covering areas such as leadership mindset, company culture, employee motivation, and emotional resilience.

So that many modend scientists try to stady and reseach components of this problemma.

In the book «Mental Capital and Wellbeing» is carrying out the research this issue in detail [1]. This major new reference presents The Foresight Mental Capital and Wellbeing Project (a UK Government project in the Government Office for Science). It offers a comprehensive exploration of how mental capital and wellbeing operate over the lifespan; how experiences in the family, in school, at work and following retirement augment or reduce mental capital and wellbeing, and the impact that this has for the individual and for the welfare and economic progress of the nation.

Mental Capital Consulting works with companies, big and small, to attract, hire and retain Neurodiverse employees and staff, while helping to create Neuroinclusive workplaces [2].

Modern research in sphere Neurodiversity is one of a part of the questions of Mental Capital. It is easy find this communication, if you understand Neurodiversity is the range of differences in individual brain function and behavioral traits, regarded as part of normal variation in the human population. It often includes those with ADHD, learning differences, and autism spectrum disorders. Neurodiversity is intersectional in nature and impacts people within all groups. People who identify as neurodiverse often have strengths companies seek, but overlook, missing out on amazing contributions.

The issue of satisfaction in assessing the activities of enterprises and making management decisions, which can also be considered in the context of mental capital, was given attention in paper [3].

There are many papers research such problems as Reducting the Risks for Mental Disorder, The economic consequences of social phobia, Economic and Social Costs of Mental Illness and Mental Health etc. [4-7]. That is all specific attributes (sides) current researched Mental Capital topic.

The hierarchical relationship between the concepts of mental level, mental capital and mental health can be established as follows.

Mental level is a general term describing the degree of development of a person's cognitive, emotional and mental abilities.

Includes intellectual abilities, level of consciousness, emotional intelligence and other aspects of the psyche.

Mental level is a basic characteristic on the basis of which other concepts, such as mental health or mental capital, can be formed.

Mental capital is a set of cognitive, emotional and social resources that a person uses to learn, adapt and achieve life goals.

It includes cognitive abilities (memory, creativity, critical thinking), as well as skills for adapting to stress and change.

Mental capital is based on the mental level, but also includes the potential for the development and use of these abilities in society.

Mental health is a state of well-being in which an individual realizes their own abilities, can cope with stress, work productively, and make a contribution to society.

Mental health depends on both the mental level and the state and use of mental capital.

It can affect the ability to maintain and develop mental capital.

That is, the mental level is the foundation that determines a person’s overall potential.

Mental capital is based on the mental level and represents a specific set of resources and skills used to adapt and achieve goals.

Mental health provides optimal conditions for the realization of mental capital and maintaining the mental level at a high level.

Thus, these concepts are closely related and influence each other in an interdependent system.

A mental connection is a special state of interaction between people where communication occurs at a higher level of understanding. It is when your thoughts and feelings are synchronized so that you can feel each other's emotions without even using words.

The components of this process are shown in Figure 1.

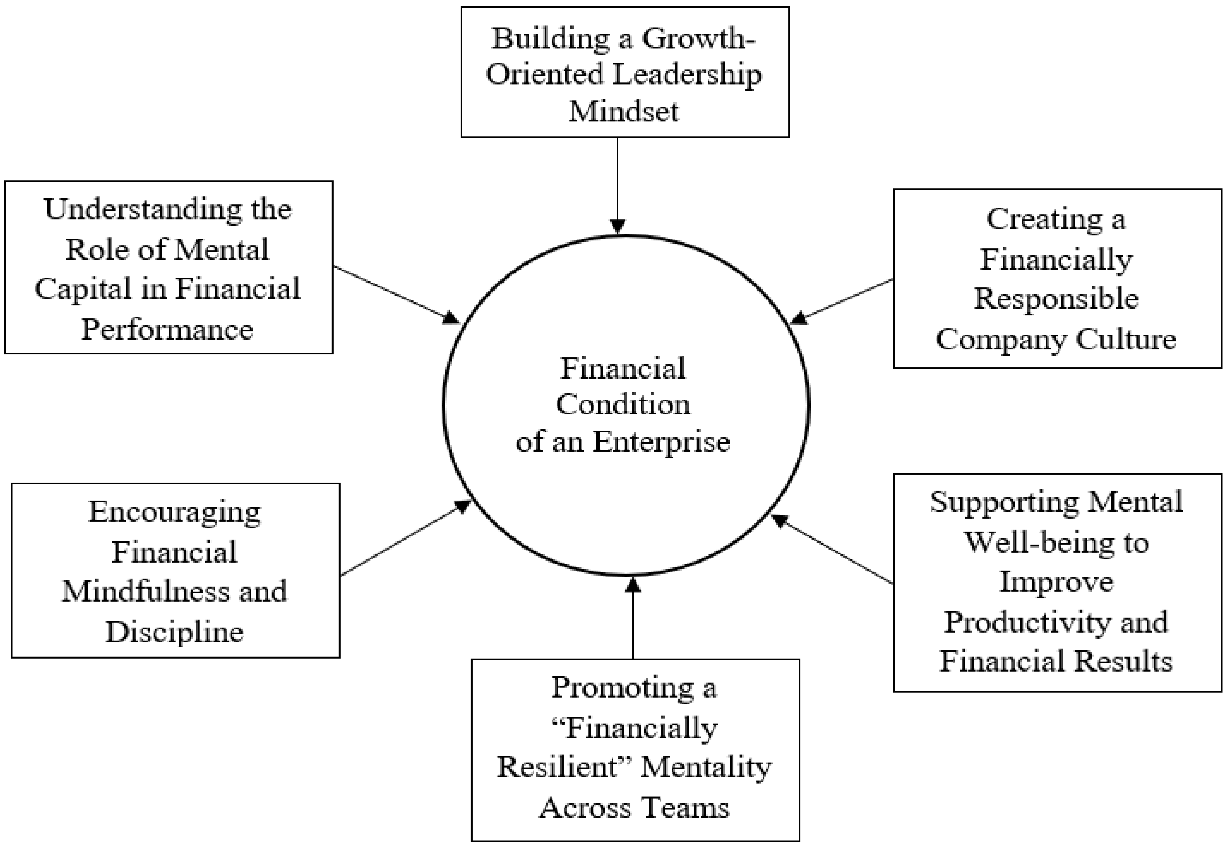

Figure 1 – Mental components, which influence on the Financial Condition of an Enterprise

Let's consider the components of the process, which would be studied in more detail.

It should be noted that the numbering of the components is indicated without determining their priority, but only by listing.

1. Understanding the Role of Mental Capital in Financial Performance.

The mental framework of an organization, often called its «mental capital», is a mix of its beliefs, attitudes, and perceptions towards success, growth, and resource utilization. When enterprises prioritize mental capital:

– employee morale improves, leading to higher productivity;

– innovation and creativity increase, enabling the company to adapt to changes more readily;

– decision-making quality is enhanced, as employees make choices based on growth mindsets rather than fear or insecurity.

Research shows that companies with high employee satisfaction, driven by a healthy work culture and strong organizational mindset, often outperform competitors financially. Mental capital becomes especially vital when facing market disruptions or economic downturns, as a mentally strong workforce can sustain productivity and innovation in times of crisis.

Let's consider the next component.

2. Building a Growth-Oriented Leadership Mindset.

Leadership plays a significant role in shaping an organization's mindset. Leaders set the tone for how financial challenges and opportunities are perceived, encouraging an attitude that values resilience, adaptability, and growth. Leaders with a positive, growth-oriented mindset can foster an environment where financial success is seen as achievable and failure as a learning experience. Key strategies for leadership include:

– cultivating financial optimism: Leaders should demonstrate financial optimism, focusing on realistic opportunities rather than potential losses. They should communicate that growth is not only possible but achievable with effort and planning;

– promoting transparent communication: Openly discussing financial goals, challenges, and successes with employees fosters a sense of trust. This builds a collective belief that employees are vital contributors to the company's financial health;

– encouraging ownership: Leaders who encourage employees to take ownership of their roles, and provide autonomy within those roles, foster a sense of accountability and dedication. Employees who feel responsible for outcomes tend to make financially beneficial decisions.

Let's consider the next component.

3. Creating a Financially Responsible Company Culture.

A culture that encourages responsible financial behavior impacts the company's bottom line by reducing waste, optimizing resources, and maximizing profits. Developing a financially responsible culture involves:

– instilling cost-consciousness: Encourage employees to understand the impact of each expense, whether in terms of time, resources, or capital. Cultivating awareness of budgetary considerations motivates employees to find cost-effective solutions;

– promoting long-term thinking: Emphasize the importance of sustainable financial practices over short-term gains. This encourages careful planning and foresight, which are essential for stable, long-term growth;

– recognizing and rewarding financial prudence: Establish reward mechanisms to recognize employees who contribute to financial savings or generate innovative solutions to cut costs. Recognition builds a positive feedback loop, reinforcing the importance of financial responsibility;

– encouraging cross-departmental collaboration: Financial success is a shared goal. Creating channels for different departments to share resources and collaborate can reduce redundancy and optimize the use of available resources.

Let's consider the next component.

4. Supporting Mental Well-being to Improve Productivity and Financial Results.

Mental well-being is directly tied to productivity, which impacts an organization's financial health. Addressing employee stress, burnout, and general mental health concerns creates a workforce that is more engaged, creative, and committed. Companies can take steps such as:

– providing stress management resources: offering workshops or programs that address stress, time management, and work-life balance equips employees with tools to handle challenges effectively, boosting productivity and reducing absenteeism.

– building a supportive work environment: when employees feel supported, their commitment to the organization strengthens. Encouraging feedback, providing development opportunities, and fostering inclusivity build a positive mental environment conducive to high performance.

– encouraging physical and mental health programs: investing in health programs reduces sick days and turnover, indirectly impacting the company's finances. Healthy employees tend to be more energetic, focused, and productive.

– fostering team spirit and employee engagement: engagement programs that celebrate achievements, encourage teamwork, and recognize effort can enhance emotional satisfaction. Satisfied employees often show higher productivity, leading to better financial results.

5. Promoting a «Financially Resilient» Mentality Across Teams.

Financial resilience is the ability to recover from financial setbacks and maintain stability. Developing resilience in the workforce helps the company navigate financial challenges without drastic cuts or setbacks in productivity. Companies can promote this mindset by:

– training in adaptability and flexibility: when employees are prepared for change and able to adapt, they handle financial difficulties more gracefully. Flexible training programs prepare teams to switch to new projects, tools, or methods when necessary;

– encouraging problem-solving skills: organizations that train employees to approach challenges with creative problem-solving strategies can better handle financial downturns. Problem-solving workshops, case studies, and critical thinking exercises enhance resilience;

– building financial literacy among employees: basic financial literacy training helps employees understand how their roles and actions impact the company's bottom line. Financially literate employees are better equipped to make decisions that align with the organization's economic goals;

– developing crisis preparedness programs: simulating potential financial crises or market disruptions and preparing teams with strategies to address them enhances both mental and operational readiness, strengthening overall resilience.

6. Encouraging Financial Mindfulness and Discipline.

To sustain financial success, it's important to cultivate a disciplined and mindful approach to financial decision-making at all levels. This involves:

– setting clear financial goals: when every employee understands the company's financial objectives, they are more likely to act in ways that support these goals. Clearly defined targets help align individual efforts with organizational priorities.

– promoting resource efficiency: encouraging mindful use of resources – whether it's time, materials, or funds – reduces waste and optimizes output. Small efficiency gains across departments can lead to significant financial savings over time.

– encouraging accountability: building a culture where employees take responsibility for financial decisions and outcomes fosters careful consideration in spending, investment, and resource allocation.

– implementing regular reviews and feedback: establishing regular check-ins on financial performance keeps teams focused on their financial impact. Constructive feedback helps employees correct course if necessary, ensuring financial discipline across the organization.

Conclusion.

Improving the financial condition of an enterprise at the mental level involves more than just numbers; it requires fostering a financial mindset across the organization that encourages responsibility, resilience, and innovation. By focusing on leadership attitudes, building a financially conscious culture, supporting mental well-being, and promoting discipline, enterprises can achieve financial success that is sustainable and stable. Investing in mental capital is an investment in long-term growth, as mentally strong and motivated employees drive the company's financial health, creating a positive feedback loop that benefits the entire organization.

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