



# FORMATION OF A POSITIVE IMAGE OF A SPECIALIST: SOFT SKILLS FOR PHARMACIST

*Akherraz E., Ovakimian O.*

National University of Pharmacy, Kharkiv, Ukraine

abdalkarim.akharaz@gmail.com



## Introduction

- ✓ The profession of pharmacist is highly relevant in all countries of the world
- ✓ A PHARMACIST must have special personal competencies, flexible skills - SOFT SKILLS
- ✓ SOFT SKILLS help to form a positive image and realize the professional competencies of a pharmacist

## Aim

The purpose of the study is to determine the main soft skills of a pharmacist to form his positive image

## Materials and methods

The main methods used were abstract and structural analysis, generalization

## Results and discussion

We have identified of a modern pharmacist. In our opinion, it is thanks to these qualities that **6 GROUPS OF SIGNIFICANT SOFT SKILLS** their own positive image can be formed. Among them are such groups of soft skills :

- **Competencies** - awareness not only in the field of pharmacy and medicine, but also knowledge of pharmacology, marketing, pharmaceutical law and legislation, professional self-determination and self-realization;
- **Communication** - personal culture of a pharmacist, professional communications, the ability to establish contacts with consumers, colleagues and management;
- **Motivation and values** - orientation towards socially significant values, professional interests, positive motivation, perseverance in achieving goals;
- **Organizational and leadership qualities** - punctuality, focus on work, discipline, the ability to work in a team, responsibility to the consumer;
- **Moral and psychological** - honesty, decency, ethics, tolerance, responsibility for their own actions;
- **Emotional and volitional** - initiative, activity, optimism, politeness, tactfulness, stress resistance, the ability to adapt to difficult situations at work.

**Professional success comes to those pharmacists who know how to not only develop, but also convey to others their best personal qualities (soft skills)**