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## THE ISSUE OF IMPROVING LABOR EFFECTIVENESS

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**Abstract:** The article is devoted to methods of increasing the labor productivity and labor efficiency in the organization. Labor efficiency is considered both from the position of the employer, the manager, and from the positions of the state and the individual employee. The definition of labor efficiency is given, the formula for its calculation in the enterprise is also given. The most common causes of low labor efficiency are named. A number of provisions have been formulated that will help to manage the employees’ efficiency and will contribute to a reduction in personnel costs in general. The order of manager’s actions is offered the in case of detection of unfair performance by the worker incident. Preventive measures are listed as the best way to solve problems related to low labor productivity. There are three groups of factors affecting labor productivity: material, organizational and socio-economic. On the basis of their selection, the main causes of insufficient labor productivity in the Russian economy are given. Statistical evidence of a low level of labor productivity in Russia is given in comparison with other countries. The most valuable ways to increase productivity are identified based on the managers’ survey, as well as the least effective. The ways of increasing the personnel efficiency are given in separate directions. The role of labor motivation in increasing labor efficiency is emphasized.

**Keywords:** labor efficiency; labor productivity; increase productivity ways; quality of work; labor productivity factors.

**JEL code:** J 01.

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