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**STORITELING AS A METHOD OF PREPARATION OF THE FUTURE HEADS OF EDUCATIONAL INSTITUTIONS TO THE REFLEXIVE CONTROL**

The article Nemchenko S. "Storiteling as a method of preparation of the future heads of educational institutions to the reflexive control" deals with the problems of using storytelling as a reflexive method of training future leaders of educational institution at the Master’s Courses of Pedagogical University. Storytelling is a means of transmitting information and knowledge, an impulse to the necessary activity through educational stories . It may be called a reflexive management tool, used for understanding of interpretation and distribution of rules, norms and cultural values. Storytelling is a method of training that is focused on Master’s degree students and is a powerful mechanism of formation of reflective skills. This allows a Master’s degree student having learning skills of problem solving, understanding the need of knowledge and the use of reflection in professional activities. During storytelling the interaction of subjects of activity takes place, leading to their development through reflection. It has direction to the desired future and necessarily determines the future, allows creating a relationship between the past and present through reflexive processes.

In the field of management storytelling is always considered in the aspect of activity, as a specific tool of communication between people and involving them into any action. The value of storytelling is in its applied focus, there is always better consolidation of image of activity, values, norms, rules, etc., if to rebuild this image narratively. In this case, undergraduates will learn the value which is provided externally as a personal one. The mechanism of "telling stories" is used primarily in pedagogy, psychology, and management. It is organized with the effect based on feedback – the reflexive mechanism. Storytelling aims at "capturing" the idea of an undergraduate, releasing of his emotions. The effectiveness of this method is due to the emergence of the undergraduate the chain "emotion-conclusion-action".