Problem statement. The theory and practice of managing modern socio-economic systems the life-sustaining conditions of which are regarded as unstable and unpredictable are constantly in a state of searching for new paradigms and their relevant tools. The most well-known of them are those which rely on the strategic analysis and planning. The role of the basic concept here is played by the idea of advanced prediction of potential changes in the external and internal environment on the principles of weak signals and forming on their basis of a multivariant scenario of possible events development and a complex of their adequate alternative measures aimed at eliminating threats or using the possibilities provided by operating conditions. An alternative to this can be the idea of synergetic management, realization of which includes the multivariance of the scenario of push forward the system towards the planned results. The truth, as often is the case, can be somewhere in between. That is why the search for truth is deemed essential by the author of the present paper.

Recent research and publications analysis. Among the recent publications, one can mention the works by O. Harafonova, H. Shevtsova, V. Solovykh, S. Vovkanych and other scientists. According to these authors, strategic management is a continuous process of managing an organization, aimed to secure its life-sustaining activity and competitive advantages on the basis of the
possibilities provided by the external environment and internal potential of the company. One of the main issues in this type of management is fighting risks. Success here can be ensured by synergetic management, the potential of which has not been revealed yet.

**The paper objective** is finding ways to combine strategic and synergetic approaches to management, which would make it inevitably effective and efficient.

**The paper main body.** Synergy is “genetically” related to self-organization – a process which is observed exclusively in nonlinear dynamic systems and which results in emergence of internal spatial and spatial-temporal structures. Due to self-organization a relatively small number of variables or system characteristics (the so-called ‘order parameters’) emerge, determining the entire dynamics. Under these conditions, all the system components are adjusted to the said order parameters and take on the mode of existence and evolution which can be called mutual most-favored treatment or coherence (Lat. *cohaerere* – ‘be bound’).

In the synergetic management, the most sensitive is the issue of constraining the order parameters, due to which an aggregate macrovariable is set forth to provide a desired movement of the system towards the expected condition. In this case, analytical tools typical of strategic analysis and planning can be used. In fact, the tools for strategic management of affairs are implemented at all management levels. Recently, this approach has acquired the name of ‘strategizing’.

In order to make strategizing successful (effective, productive and cost-efficient), practically all the well-known technologies of strategic management should be “accessorized” with information and computer technologies. The places of their possible installation can be seen in the so-called Foresight-rhombus.

**Conclusions of the research.** The present paper is the first to discuss the expediency of combining two management paradigms – synergism and strategizing – for a guaranteed achievement of goals in development of socio-economic systems. Thus, it is purposeful to direct further research efforts toward the elaboration of the above approach.