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LEADER POTENTIAL OF THE MANAGER: ESSENCE AND FEATURES

One of the most characteristic trends in world development in the XXI century. There was a recognition of the need to move to inclusive growth, when economic potential serves not so much to achieve the goals of macroeconomic success, but to perform important social functions and tasks. It was widely recognized that the dynamics of all change should be directed at the person who is recognized as the main value. It is becoming more and more common that the main wealth of each country is its people or human capital with its potential: moral, psychological, leadership, intellectual and other components.

In particular, scientific research of the late XX - early XXI centuries. in the field of management show the formation of a new management paradigm - leadership, which is manifested through the adoption of new organizational structures, patterns of behavior, procedures, principles and values as the basis of management. The result of the actualization of leadership is the growth of public demand for leaders, which creates the task of modernizing the parameters of modern professional training of managerial staff "[4, p. 3].

According to AV Kholodnytska, leadership, in contrast to management - is a process of influencing people, generated by the system of informal relations, is formed spontaneously, spontaneously, at the level of semi-conscious psychological benefits [5, p. 290].

Leadership can be considered as: the leading position of the individual or social entity, due to the presence of appropriate qualities (leadership competencies) that lead to quality and effective activities (including management); the process of influence of the individual or social education on their own activities or the activities of others on the basis of personal qualities (leadership competencies).

V. Milyaeva notes that leadership potential is a socio-psychological property of the individual, which reflects both situational and situation-

independent ability of the individual to successfully implement leadership. The level of leadership potential is determined by the degree of development of its individual (abilities, personality traits, values) and universal (experience, skills, leadership styles, role repertoire) components [1, p. 5].

The basic concepts of theoretical and methodological foundations of leadership development include: professionalization of management, leadership; competence, professional, professional, managerial competence, development of managerial competence; knowledge, skills, behavioral competencies; competence profile of the leader; leadership potential, diagnosis of leadership potential; psychological support for the development of leadership potential and managerial competence of the leader [1, p. 4].

In our opinion, leadership potential is a socio-psychological property of the individual, which reflects both situational and situation-independent ability of the manager to successfully implement leadership. The level of leadership potential is determined by the degree of development of its individual (abilities, personality traits, values) and universal (experience, skills, leadership styles, role repertoire) components.

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