

## ABSTRACT

Bachelor's work «Providing the development of human potential (for example SJSHC «Artem»» thesis includes 97 pages, 22 tables, 16 drawings, 7 attachments. The bibliography list consists of 41 items.

The aim of this work is to justify directions of development human potential in the company.

During the execution of this work used a set of general and specific scientific methods. Consequently, on exploring were used: economic methods and statistical analysis, grouping, graphical modelling organizational structures, comparison, generalization and so on. To select areas of study and development of human potential used: comparison method by which the structure was analysed staffing for three years; integral indicator (for the resource, costly and outcome approach) was identified efficiency potential of the company.

Proposed and justified ways of improving management development of human potential can be used in practice domestic industrial companies, especially engineering industry.

Results of the study will allow domestic industrial enterprises to effectively increase the economic impact of its activities, increase productivity, expand innovation potential, disclose and use hidden potentials to employees.

Guidance of State Joint Stock Holding Company "Artem" used the proposed recommendations on implementing measures to improve the management of the development of human potential (Act implementing number № 08/16 on 30.05.16).

**Keywords:** *human resources, develop the potential, management of development, personnel, efficiency, training, coaching*