

# QUALIMETRIC ASPECTS OF THE PERSONAL POTENTIAL ON AN ENTERPRISE

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Modern economic realities require weighed management decisions in all spheres of activity for the sustainable development of ecosystems. The basis for this is an adequate assessment of one or another object of management that requires the improvement of the methodological tools of evaluation and its adaptation to the specific requirements of economic entities.

The assessment of personnel potential at the enterprise (PPE) is proposed to be carried out using the radar method. The aim of the article is to develop a procedure for using the radar method to assess the personnel potential of the enterprise with an attachment to the system of motivation.

The use of the radar method at an enterprise allows us to assess both the level of personnel potential of an individual employee and its aggregate level in general on the enterprise. To use the radar method at an enterprise, it is necessary to form a group of experts who will carry out an assessment; select indicators to assess personnel poten-

tial; combine them into components; if necessary, develop a ball scales. The indicators to be selected should describe, as much as possible, the wishes of the carriers of the personnel potential of the company and based not only on the basic educational & qualification requirements, but also take into account the specific management needs for employees. Based on the mathematical tools of the radar method, the personnel potentials of individual workers and the enterprise as a whole are determined, their benchmark level.

The assumption of an increase in the overall PPE level while increasing the individual potential of employees requires the development of an appropriate motivation system that is proposed based on clustering of workers and the application of various motivational tools, depending on the type of cluster and the needs that arise in this regard. The use of this tool will allow you to make sound management decisions and formulate a personnel policy and strategy of the enterprise.