

About opportunities of development of personnel's competences on the basis of motivational model of activation personnel's competences

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Article is devoted to explanation of motivational opportunities of development of personnel's competences, identification of the levers allowing activate competences of personnel and development of motivational model of activation of personnel's competences.

Keywords: motivation, competences, development, activation, skills, methods, possibilities, enthusiasm, interest, expectations, stimuli, model.

Formation and continuous development of competences of personnel, professionally significant qualities of personnel, their knowledge, skills that are strategic priorities of development of many domestic enterprises. A significant role in development of competences of personnel is played by motivation of employees.

The article presents the results of a study aimed at identifying the motivational opportunities for the development of staff competencies, in particular methods that allow the motivation of personnel in this direction to be activated, as well as the development of a motivational model for activating staff competencies.

The study is based on the provisions of the European and American competence approaches, considering, on the one hand, competence as the ability of an employee to act in accordance with the standards accepted in the organization, and on the other hand, as characteristics of the personality, determining its behavior and allowing it to achieve results in work.

In the article the main types of human abilities, necessary in labor activity, are considered. The list of the competencies required for each post presupposes the availability of both general and special competencies. Attention is focused on the fact that abilities determine the speed and ease of mastering knowledge, skills and skills in the learning process. Abilities in relation to knowledge, skills are considered as some opportunity demanding creation or formation of favorable conditions from an environment and also activation of internal efforts of the employee.

In the course of the research it is proved that the high positive motivation can compensate for the deficiency of abilities, playing a role of a compensatory factor and to make active behavior of employees in the direction of development of competences.

As ways that allow to increase the development of staff competencies, it is suggested to use positively colored emotions, in particular enthusiasm, interest and values. V. Vroom's classical expectation theory was supplemented in the process of research, taking into account the provisions on internal and external motivation of personnel, the main stages of the motivation process in the direction of the motivational opportunities for the development of staff competencies were specified. Based on this, taking into account the ways of activating the staff competencies identified in the process of research, a motivational model for the development of staff competencies was proposed.