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## A MODERN LOOK AT THE CONCEPT OF INNOVATIVE DEVELOPMENT OF HUMAN POTENTIAL

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**Abstract.** *Understanding and nurturing human potential allows individuals to explore their capabilities, maximize strengths, and overcome limitations. It fosters personal growth, resilience, and a sense of purpose. Investing in innovative human development creates a skilled, adaptable, and motivated workforce. The purpose of the article is to outline the vision principles of the scientific study of the definition of «human potential» and «innovative development of human potential», the formation of content characteristics of the concept of human potential and innovative development of human potential, justification of the reasons to harnessing creativity and ingenuity are crucial for the innovative development of human potential and the ways to adopt future-focused learning. The content characteristics of the concept of human potential and innovative development of human potential have been found out. The content characteristics of the concept of human potential include individual capacity and abilities, personal growth and development, unlimited possibilities, untapped resources within individuals, holistic development and fulfilment, adaptability and resilience. The content characteristics of the concept of innovative development of human potential include creative growth and evolution, harnessing creativity and ingenuity, disruptive skill enhancement, future-focused learning and adaptation, innovation-driven empowerment, holistic and multifaceted development, culture of creativity and collaboration. The reasons to harnessing creativity and ingenuity are crucial for the innovative development of human potential have been found: stimulates innovation and problem-solving (novel solutions, out-of-the-box thinking), encourages adaptability and resilience, drives competitive advantage (market differentiation, continuous improvement), enhances collaboration and teamwork (synergistic outcomes, diverse perspectives), fosters personal growth and fulfillment (self-expression, personal development), fuels continuous learning and innovation (curiosity and exploration, innovation mindset). The ways to adopt future-focused learning have been discovered.*

**Keywords:** *human potential, innovative development of human potential, future-focused learning, characteristics, team.*

**Problem statement.** Technological advancements, globalization, and other factors are creating a more complex and uncertain world. Many traditional jobs are being automated, and new jobs are being created that require different skills and abilities. To succeed in the future, individuals will need to be lifelong learners and constantly acquire new skills and knowledge. In today's dynamic world, where industries rapidly evolve, studying human potential enables individuals and organizations to adapt to technological advancements, market shifts, and changing job landscapes.

Understanding and nurturing human potential allows individuals to explore their capabilities, maximize strengths, and overcome limitations. It fosters personal growth, resilience, and a sense of purpose. Investing in innovative human development creates a skilled, adaptable, and motivated workforce. It fosters creativity, problem-solving abilities, and a culture of innovation, driving organizational success and competitiveness.

**Analysis of latest research works and publications.** Human potential is commonly regarded as the capacity or latent abilities inherent in individuals, encompassing their intellectual, emotional, creative, and physical capabilities. Most academics consider human potential as the abilities within a person, often yet to be fully realized or developed.

Such researchers were involved in the study of issues devoted to the content of human potential, Akhmetshin E. [2], Asmolov A. [3], Gusevtseva M. [3], Raxmatova I. [7], Shirinova B. [7], Stefanyshyn O. [9], Pyts V. [9], Yurynets Z. [11], Kokhan M. [11], Kruglyakova V. [11] et al. The question of the content of the «innovative development of human potential» category was considered in the works of Acosta-Prado J. [1], López-Montoya O. [1], Tafur-Mendoza A. [1], Eskindarov M. [4], Gruzina Y. [4], Firsova I. [4], Melnichuk M. [4], Loewenberger P. [6], Semenets-Orlova I. [8], Shevchuk R. [8], Plish B. [8], Grydiushko I. [8], Maistrenko K. [8], Togaeva G. [10].

Despite the large scientific and research works of scholars in the field of personnel management and human capital management, we think that the concepts of «human potential» and «innovative development of human potential» have not yet been satisfactorily researched.

**Research objectives.** The purpose of the article is to outline the vision principles of the scientific study of the definition of «human potential» and «innovative development of human potential», the formation of content characteristics of the concept of human potential and innovative development of human potential, justification of the reasons to harnessing creativity and ingenuity are crucial for the innovative development of human potential and the ways to adopt future-focused learning.

**Research methods:** generalization, analysis, and synthesis to reveal the meaning of the concept of «human potential» and «innovative development of human potential»; systematization to identify content characteristics of the concept of human potential and innovative development of human potential, justification of the reasons to harnessing creativity and ingenuity are crucial for the innovative development of human potential and the ways to adopt future-focused learning.

**Presentation of principal material of the research.** The concept of «human potential» refers to the inherent or untapped capabilities, talents, skills, and possibilities that individuals possess. Understanding the capabilities, skills, and strengths of individuals allows for their optimal deployment in roles that align with their abilities, maximizing productivity and efficiency. Recognizing and utilizing human potential helps in talent retention, contributes to job satisfaction, ensures that valuable skills are utilized effectively within the organization and motivates employees, leading to higher engagement, job satisfaction, employee loyalty and retention. Assessing human potential aids in succession planning by identifying

individuals with the capacity for leadership or higher responsibilities in the future and creating adaptable teams capable of evolving with changing market dynamics and technological advancements.

Focusing on human potential allows for tailored career development plans, fostering a culture where employees feel valued and supported in their growth. Fostering the development of human potential contributes to individual growth, boosting morale and overall well-being. Understanding the human potential helps in identifying areas where skill development or training may be necessary for future organizational needs and assembling diverse teams with complementary skills and strengths, fostering innovation and creative problem-solving. Assigning tasks based on potential ensures efficient operations, reducing the risk of mismatched responsibilities. Leveraging human potential effectively can lead to improved overall organizational performance, as employees work in roles that align with their strengths.

Table 1 shows the various definitions that capture different aspects of the concept of human potential.

Table 1

#### Content characteristics of the concept of human potential

№	Signs	Interpretation, characterization
1	Individual capacity and abilities	Human potential refers to the unique talents, skills, and capabilities possessed by individuals that can be developed and maximized. It represents the untapped or underutilized abilities within a person that can be harnessed for personal growth and achievement
2	Personal growth and development	It embodies the potential for personal growth, learning, and self-improvement across various aspects of life, including intellectual, emotional, and social domains. Human potential is about realizing one's inherent abilities and continuously striving to reach new levels of excellence
3	Unlimited possibilities	It signifies the belief that individuals have unlimited possibilities and capacity for growth, adaptation, and achievement. Human potential is often viewed as boundless, suggesting that individuals can continually evolve and achieve new heights.
4	Untapped resources within individuals	It refers to the latent resources, creativity, and innovative ideas that individuals possess but may not have fully explored or utilized. Human potential includes strengths and resources that might not be immediately apparent but can be cultivated through effort and development.
5	Holistic development and fulfilment	Human potential encompasses holistic development, including intellectual, emotional, physical, and spiritual aspects, leading to a fulfilling life. It involves striving for self-fulfilment, achieving personal aspirations, and realizing one's highest aspirations.
6	Adaptability and resilience	Human potential involves the ability to adapt, innovate, and overcome challenges, leveraging resilience and flexibility in navigating life's complexities. It represents the readiness to embrace change, learn from experiences, and evolve positively in response to new situations.

Source: compiled by the author based on [2; 3; 7; 9; 11]

Content characteristics of the concept of human potential include the following signs: individual capacity and abilities, personal growth and development, unlimited possibilities, untapped resources within individuals, holistic development and fulfilment, adaptability and resilience.

Human potential encapsulates the multifaceted abilities, strengths, possibilities, and opportunities inherent within individuals. It's a dynamic concept that underscores the belief in continuous growth, development, and the endless capacity for individuals to achieve their aspirations and contribute meaningfully to society.

Innovative development of human potential within an enterprise involves strategies that nurture and enhance the knowledge and creativity of employees to drive innovation and organizational growth.

The concept of innovative development of human potential combines practices aimed at creatively unlocking, nurturing, and leveraging the inherent capabilities, skills, and talents of individuals within an organization or society.

We have identified content characteristics that reveal the concept of innovative human development from different directions (table 2).

The content characteristics of the concept of innovative development of human potential include the following signs: creative growth and evolution, harnessing creativity and ingenuity, disruptive skill enhancement, future-focused learning and adaptation, innovation-driven empowerment, holistic and multifaceted development, culture of creativity and collaboration.

Table 2

**Content characteristics of the concept of innovative development of human potential**

<b>№</b>	<b>Signs</b>	<b>Interpretation, characterization</b>
1	Creative growth and evolution	It involves adopting unconventional or inventive methods to foster the growth and enhancement of individuals' skills and talents and encouraging innovative approaches to nurture talents and capabilities beyond traditional methods for continuous evolution.
2	Disruptive skill enhancement	It signifies the use of disruptive or breakthrough methods to develop skills, fostering unconventional pathways for individual growth and engaging in transformative approaches that significantly enhance individuals' capabilities and capacities.
3	Harnessing creativity and ingenuity	It involves harnessing creativity and ingenuity within individuals to solve complex problems or create novel solutions. It focuses on exploring and leveraging unique abilities, encouraging experimentation and out-of-the-box thinking.
4	Holistic and multifaceted development	Focusing on multifaceted development that encompasses intellectual, emotional, social, and creative aspects of individuals. Balancing various aspects of human potential to achieve well-rounded development and fulfilment.
5	Future-focused learning and adaptation	Developing skills and capabilities aligned with future demands, technology, and trends to prepare individuals for evolving processes. Encouraging a culture of continuous learning and adaptation to embrace change and remain relevant in dynamic environments.
6	Culture of creativity and collaboration	Encouraging collaboration among individuals to exchange ideas, collaborate on projects, and collectively enhance their potential. Cultivating an environment where creativity and innovation are valued, celebrated, and supported.
7	Innovation-driven empowerment	Providing opportunities and resources for individuals to innovate, experiment, and develop their potential. Creating an environment that encourages calculated risk-taking to foster innovative thinking and development.

Source: compiled by the author based on [1; 4; 5; 6; 8; 10]

Creative growth and evolution for innovative development of human potential involve fostering an environment where individuals continuously expand their creative capacities, adapt to change, and evolve personally and professionally.

Disruptive skill enhancement, within the context of innovative development of human potential, refers to a strategic and transformative approach to upgrading and acquiring skills that challenge conventional methods. It involves pushing boundaries, adopting unconventional learning strategies, and acquiring skills that are non-traditional or not commonly found in a particular industry or field.

The reasons for harnessing creativity and ingenuity for the innovative development of human potential have been found:

1. Stimulates innovation and problem-solving:

- Novel solutions (creativity fuels the generation of new ideas and innovative solutions to complex problems, fostering progress and advancement);
- Out-of-the-box thinking (ingenuity encourages unconventional approaches, leading to breakthroughs that may not arise from traditional methods).

2. Encourages adaptability and resilience. Creativity enables individuals to adapt quickly to new challenges, embracing change and remaining agile in evolving environments. Ingenuity fosters the ability to navigate uncertainties and setbacks, bouncing back from failures with new insights and ideas.

3. Drives competitive advantage:

- Market differentiation (organizations and individuals that leverage creativity to stand out in crowded markets, gaining a competitive edge through innovative products, services, or approaches);
- Continuous improvement (creative thinking drives continuous improvement, enabling individuals to constantly refine and enhance their skills and contributions).

4. Enhances collaboration and teamwork:

- Synergistic outcomes (ingenuity promotes collective problem-solving, leading to collaborative efforts that yield innovative and comprehensive solutions);
- Diverse perspectives (creativity encourages the integration of diverse viewpoints, fostering collaborative environments where individuals contribute unique ideas and perspectives).

5. Fosters personal growth and fulfillment:

- Self-Expression (creativity allows individuals to express themselves authentically, leading to a sense of fulfilment and personal satisfaction in their work);
- Personal Development (ingenuity promotes continuous learning, leading to the expansion of skills and knowledge, contributing to individual growth).

6. Fuels continuous learning and innovation:

- Curiosity and exploration (creativity fuels curiosity and a thirst for exploration, driving individuals to seek new knowledge and skills);
- Innovation mindset (ingenuity cultivates an innovation mindset, encouraging individuals to challenge the status quo and seek improvement).

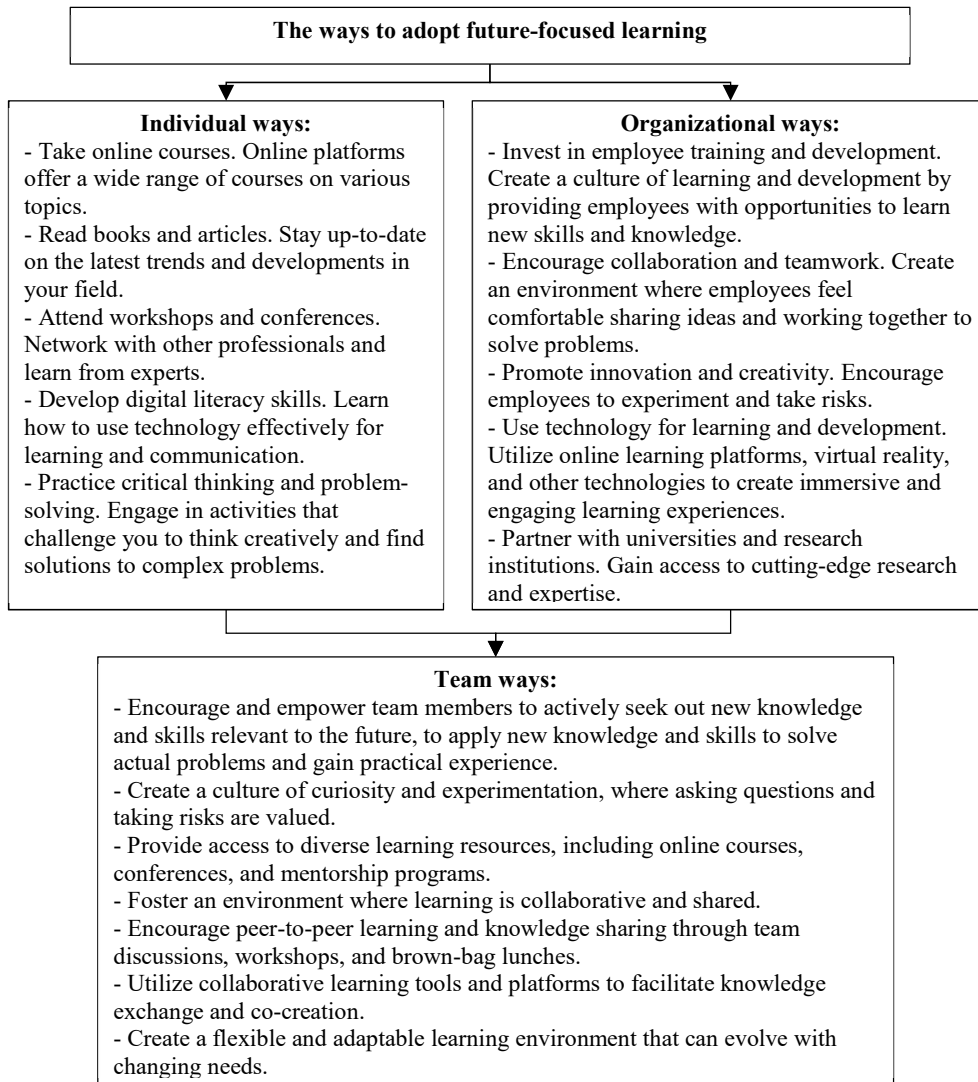
Holistic and multifaceted development of human potential ensures a more versatile, adaptable, and resilient workforce. It fosters creativity, innovation, and adaptability, promoting well-rounded personal growth and enabling individuals to thrive in diverse situations and contribute effectively to organizational success. Encouraging a broad range of skills ensures individuals possess a versatile skill set, allowing them to contribute effectively in various scenarios.

Holistic growth considers various aspects, including intellectual, emotional, social, and physical well-being, promoting overall personal development and fostering an adaptive mindset, preparing individuals to navigate diverse situations and challenges effectively, and

nurturing leadership qualities beyond technical skills, encompassing emotional intelligence, communication, and adaptability.

Supporting multifaceted growth contributes to individuals feeling more fulfilled and satisfied in their roles and lives, promotes innovative thinking by combining insights from different disciplines, fosters unique problem-solving approaches, improves communication skills, and facilitates better collaboration and understanding among team members.

In today's rapidly changing world, the ability to learn and adapt is crucial for both individuals and organizations. Future-focused learning and adaptation are essential for navigating the uncertainties of the future and thriving in a dynamic environment.



**Figure 1. The ways to adopt future-focused learning**

*Source: developed by the author*

Future-focused learning is a proactive approach to education and development that prepares individuals and organizations for the challenges and opportunities of tomorrow. It emphasizes the ability to learn new skills and adapt to changes quickly and effectively, to analyze complex information, identify problems, and develop creative solutions, to work effectively with others to achieve common goals, to generate new ideas and implement them effectively, to use technology effectively to access, learn, and communicate.

There are many ways to adopt future-focused learning, both individually and organizationally (Figure 1). However, we believe that the team aspect of future-focused learning is a powerful combination that amplifies the benefits of both approaches.

The organization needs to foster a learning culture where teams collaborate, share best practices, and learn from each other. Future-focused learning and adaptation help individuals, teams and organizations become more resilient in the face of change. By investing in learning and development, individuals and organizations can become more resilient, improve their performance, and gain a competitive edge.

**Conclusions.** The content characteristics of the concept of human potential include the following signs have been found out. It consists of individual capacity and abilities, personal growth and development, unlimited possibilities, untapped resources within individuals, holistic development and fulfilment, adaptability and resilience.

The content characteristics of the concept of innovative development of human potential have been established. It consists of creative growth and evolution, harnessing creativity and ingenuity, disruptive skill enhancement, future-focused learning and adaptation, innovation-driven empowerment, holistic and multifaceted development, culture of creativity and collaboration.

The reasons for harnessing creativity and ingenuity for the innovative development of human potential have been found. The more we understand the significance of creativity and ingenuity, the better equipped we are to unlock and leverage them for the benefit of individuals, organizations, and society as a whole.

By addressing individual, team, and organizational needs simultaneously, you create a powerful synergistic effect. Individual skill development fuels team capabilities, which in turn contribute to achieving organizational goals. This holistic approach ensures all levels are aligned and working towards a shared vision for the future.

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## СУЧАСНИЙ ПОГЛЯД НА КОНЦЕПЦІЮ ІННОВАЦІЙНОГО РОЗВИТКУ ЛЮДСЬКОГО ПОТЕНЦІАЛУ

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**Анотація.** Розуміння та розвиток людського потенціалу дає змогу досліджувати можливості людей, максимізувати сильні сторони та долати обмеження. Це сприяє особистісному зростанню, життєстійкості та цілеспрямованості. Інвестиції в інноваційний розвиток людського потенціалу створюють кваліфіковану, адаптивну та вмотивовану робочу силу. Метою цієї статті є окреслення принципів бачення наукового дослідження дефініції «людський потенціал», а також «інноваційний розвиток людського потенціалу», формування змістовних характеристик поняття «людський потенціал» та «інноваційний розвиток людського потенціалу», обґрунтування причин використання креативності та винахідливості для інноваційного розвитку людського потенціалу та шляхів запровадження навчання, орієнтованого на майбутнє. Автором з'ясовано змістовні характеристики поняття людського потенціалу та інноваційного розвитку людського потенціалу. До змістовних характеристик концепції людського потенціалу віднесено індивідуальні можливості та здібності, особистісне зростання та розвиток, необмежені можливості, невикористані ресурси в особистості, цілісний розвиток та самореалізація, адаптивність та життєстійкість. Змістовні характеристики концепції інноваційного розвитку людського потенціалу включають такі аспекти: творче зростання та еволюцію, використання креативності та винахідливості, проривне підвищення кваліфікації, орієнтоване на майбутнє навчання та адаптацію, розширення прав і можливостей на основі інновацій, цілісний та багатограний розвиток, культуру творчості та співробітництва. Виявлено причини використання креативності



та винахідливості для інноваційного розвитку людського потенціалу: стимулювання інновацій та вирішення проблем, заохочення адаптивності та стійкості, забезпечення конкурентних переваг, посилення співпраці та командної роботи, сприяння особистісному зростанню та самореалізації, сприяння безперервному навчанню та інноваціям. У дослідженні автором виявлено індивідуальні, організаційні та командні шляхи впровадження навчання, орієнтованого на майбутнє.

**Ключові слова:** людський потенціал, інноваційний розвиток людського потенціалу, навчання, орієнтоване на майбутнє, характеристики, команда.

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