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**IMPLEMENTATION OF THE COMPETENCE APPROACH
IN PUBLIC ADMINISTRATION: A THEORETICAL ASPECT**

The article deals with the essence and matter of competence, that is a difficult personal formation and communicative, media, civil, educational, informative-cognitive and other competences that form the structure of a more complex system characteristics of personality, his/her universal vital competence, which is formed during the whole life. The essence of competence as a form of knowledge, skills and education that determines personal self-realization, finding the place in the world, the product of an integral education is substantiated. The focus is made on competence as an important factor in the choice of behavioral models, as well as a system of values of coordinates. The particular attention is paid to the review of the category «ability to act», which is dominant thing in practice. The problem of forming personality competencies as abilities to adapt and self-realize in public life, professional activities as one of the main issues of human life is investigated. The nature and matter of competence as a key concept of the category «competence approach» in public administration is describes.