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**WAYS OF FORMATION OF PERSONNEL POTENTIAL OF OFFICIALS
OF LOCAL GOVERNMENT**

The place of personnel (professional) potential in the state cadre policy, in particular in Ukraine, is revealed. Some modern approaches to determining the content of staffing capacity of the personnel are considered. The author's approach to the definition of the structure of the professional potential of an official of local self-government, which consists of semantic design, motivational, value orientation, is proposed. functional (operational, active, technological), regulatory, corrective, provisioning (resource), communicative potential. The conditions for the formation and implementation of the state personnel policy from the standpoint of the formation and use of personnel potential of local self-government officials in the regions of Ukraine have been developed and proposed. The basis of personnel potential should be specialists who are able to use effective management technologies in modern conditions, because the newest technologies, valuable equipment and materials are worthless in the absence of highly skilled specialists, whose knowledge and skills are the key to success. It is from the professionalism and competence of specific persons who occupy leading positions and positions of specialists in the executive bodies, the personnel potential depends, that is, the ability to set clear goals and priorities of development, the ability to achieve their implementation. Since the state through its structures affects all categories of employees, it can not remain outside the processes of formation and use of all staffing capacity, organization of personnel management. This influence is exercised on the basis of the unity of the laws and principles of personnel management, goals, objectives, the introduction of professional standards, the normalization of labor relations, social protection of all employees, the financing of personnel programs, etc. The institution of service in local self-government bodies has a special significance in shaping the personnel potential of the region.

Key words: personnel policy, personnel potential, officials of local government, personnel situation, conditions for the formation and implementation of state personnel policy.