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**THE METHODOLOGICAL ASPECTS OF FORMING OF
LEADERSHIP POTENTIAL IN MODERN MANAGEMENT**

The article considers modern theories of leadership with an emphasis on a separate category – leadership potential, as an important component of human capital and the mechanism of meeting the social needs of man, society, enterprise in management.

In conducting modern socio-economic research there is a need to value human abilities: innate qualities, education, skills, professional knowledge, experience, which are considered from the standpoint of income generation and is determined by the concept of human capital, which, in turn, combined with materialized capital, is an integral factor in economic growth.

Some researchers emphasize the limitations of using the concept of human capital in determining a person's place in the economy, due to the inability to calculate the economic effect of the amount of investment in it. But we should not forget about such individual factors of human potential as talents and talents, innate abilities, psychological characteristics, mentality, spirituality, social relations and so on. It is the presence of these individual factors makes it possible to identify a separate category in the study of human potential – leadership potential as an important component of human capital, which should be considered as a mechanism to meet the social needs of man, enterprise, society in management. Therefore, human capital, which is a major factor in the innovative development of the economy, requires a deeper understanding of the importance of developing leadership potential in employees in order to train competitive professionals and the allocation of professional managers and managers.

A kind of compromise of most theories of leadership is the "synthetic theory of leadership", according to which leadership is seen as a process of organizing interpersonal relationships in a group, where the leader is the subject of management of this process. In addition, according to this theory, leadership is a kind of process that emerges based on a number of environmental factors, which include cultural and group. It is necessary to study leadership starting from the goals and objectives of the group, without rejecting the structure of the leader's personality. But the difference between a leader and other members of the group is not in the presence of special qualities, but in the presence of a higher level of influence.

After analyzing the methodological aspects of leadership, a vector of further research was identified to develop management models from the standpoint of "emotional intelligence".

Keywords: leadership theories, leadership potential, emotional intelligence, team effectiveness, innovative climate team.