

ECONOMICS
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Garmider L.D. Development of the personnel potential of the company on the base of the continuing education process

Data about definition of the concept of continuous education is gathered and systematized. All authors are unanimous in ascertaining achievements of continuous professional education. To understand the staff potential continuous development is repeated with the process of updating recruitment specialist competence because of deliberate organized impact. The model of staff potential continuous development is offered and based on the idea for continuing education in accordance with the cycle PDCA of Deming. The purpose of such an approach is to create a multi-dimensional educational environment, as well as the formation of multicomponent content of continuous professional development. In the conclusion it is specified the need to adapt the basic model taking into account the specific conditions of the enterprise.

Key words: model, development, education, staff potential, enterprise.

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