

## PSYCHOLOGICAL PERSONALITY POTENTIAL

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### **Abstract**

The publication presents the analysis of the theoretical aspects of the model of socio-psychological personality in the context of the determinants of innovation. On the basis of provisions on socio-axiological characteristics of the person that has the potential-vector nature, the constructed formal scheme psychological «charge-discharge» in the chain of life manifestations of personality. In the framework of the psychological theories of personality, consciousness, activity developed the idea of the inseparability of psychic phenomena universal principles and laws. It is the psychic constants, acting as factors determining the person's activity. They were seen as a natural driving forces that make up the basis of its potential (potential driving forces). The conclusion is that the theory of a person's potential is derived from the dynamic model of personality. The analysis of the dependence of the level of development of abilities (as a component of a personal capacity) on various factors. Of special importance is the degree of abstraction of ideas as factors determining public benefit activities. A higher level of mental development is associated with a more General and abstract idea, determining the orientation of the personality. However, signs of mental personality level characterize the main indicators of the system of its activity which is essential for the development of theories of individual innovation. The analysis of the theoretical problems of determinations personal manifestations of man in the context of the development of the problems of the theory of personality will allow to construct it «working» model for practical use.

**Key words:** personality, social-psychological model, individual and social

needs of a person, motivational sphere, the level of development of abilities.

**The problem formulation.** Theory of psychological potential of personality are necessary for solution of practical tasks, for example, for psychological diagnostics of potential qualities of possible and real innovators. Psychological diagnostics is intended for its identification in the area of psychologically solved tasks (i.e. referred to as psychological) in accordance with Y.M. Zabrodin [1]. In psychological diagnostics psychics characteristics intensity that constitute personality foundations is defined. These are typological and individually specific characteristics that might be invariable and variable in space, time, condition and situation functions. Given these circumstances is possible on the basis of a theoretical model of psychological potential of the individual. Developing such a model within the scientific problem involves the use of a general scientific nature of the category value "potential" in the context of the psychological qualities of the person. In this case it is possible to build metaphorical models using some analogies from the natural sciences. Such a model should be filled with psychological content using psychophysical, psycho physiological, psychoanalytic theories of personality aspects on the basis of their integration. In the initial development is an axiom: "Social value characteristics of the individual are potentially vector character."

**About the nature of personal potential.** Personality potential accumulated while life journey may be compared with energy, material, and information accumulators. They may be de-energized if consumer circuit (load circuit) are connected to them – energetic, material, information where potential components are spent. In this case full exhaustion of potential components without recovery or partial exhaustion with recovery are possible. In consuming circuits potential components “discharge” is performed in one form or another and results of this action have some socio-individual value. In modern society social “charging” circuits are multiform, that is why circuits to which personal

potential is connected are very important.

This formal potential model and its possible implementation have a simplified sketchy view. Nevertheless, such approach allows to consider personal potential in the integral system of social human being. If potential is multidimensional "charge", its content and volume are determined to some extent constituent, fundamental (anatomy, morphology, physiology, properties, suppositions, dispositions, archetypes). Everything else is produced as the result of specific activities performed under certain social conditions. Ability development level as personal potential component depends to a far greater extent on actions complexity and difficulty performed by a person than on what is fundamental.

In accordance with relationship philosophy in the dyad "Need - Activity" (A.N. Leontiev) [2] needs are generated by operations. These needs encourage to undertake new activities. It is important if this continuous process is personality change development (its qualities, activities and needs). If so, personal potential develops as a result of development of its components. Therefore, the potential is not static personality characteristic, whose way of life is seen as a process of continuous development, when the potential is built up in the qualitative and quantitative aspects. Thus, the theory of personal potential is derived from the dynamic model of personality. Its base might be methodological position, stated in the frames of "understanding psychology". It argues that part of the common spirituality of humanity is a spiritual orientation, and it constitutes essential part in the human being, his spiritual value [3]. In the frame of these ideas a problem of the natural conditioning of psychic phenomena, "derivation" of some of them from laws of nature unknown to us arises.

**The theoretical model of personality.** Ideas of spiritual values expressed in existential psychology. Identity as a global irrational entity is a manifestation of spirituality and can not be viewed in isolation from the outside world, because

it is in constant interaction with it]. As the determining factors it is stated the following factor: "tendency toward freedom" (which a human can attain only by knowing themselves as existing independent from social or natural conditions). It is highlighted the need for self-development and creation of their phenomenal world [4]. Person as a unique individual, self-creating, forming their own, inherent value. Items of personal values may serve as "charges", forming the accumulated potential, manifested in the activities of innovative character.

Today it can be considered generally recognized that person in all its manifold manifestations is formed in development. At the first stage of his life, man acts mainly as a consumer, to master their environment through consumption of material and ideal products. Man in consumption utilizes primarily items of vital needs (as unavoidable needs of existence in accordance with A.N. Leontiev), subjective reward for that is experiencing feelings of pleasure. At this stage of his career, a man acts in order to live, while at the next stage man lives in order to act (by A.N. Leontiev). In the development during the first stage the following mechanisms are developed: aim understanding and means selection depending on external and internal factors as well as other regulation and socially normalized operations implementation mechanisms.

By the beginning of the second stage conscious is developed in terms of the priority of individual goals. Objective world is mastered as an object of knowledge and transformation through productive and, importantly, creative activity. Attitude of the subject are differentiated and objectified in a particular social environment that becomes the object of transformation when perceived need to turn yourself into a variety of relationships with this environment arises. In the second stage subject becomes socially valuable as the subject of creative activity. When a man is transformed from a consumer into a creator, then he can be considered a formed personality. Subjective attitudes become personal, as they begin to define the moment of creative transformation of the environment and themselves in consciousness, self-consciousness and social practice. Thus,

the personality is generated in the process of developing method of relations of activity subject to the outside world , and in this process universal knowledge and experience appear.

We should note the fact that the development of the category of "personality " in the national psychology was based on the understanding of society. "For the psychological study of personality it is particularly important to understand how the social relationships are represented at the level of individual life" [5, p. 302]. Dependence of personal manifestations from social relations generates the need to consider two plans of personality life - external (practical) and internal (ideal) that can apparently vary greatly depending on many factors and, first of all, on how perfect and developed socially normalized needs of the individual are. However, the question remains concerning the origins of personality traits: Where did they come from? What is their objective basis? B.F. Lomov also poses one of the main questions - how to organize diverse psychological characteristics of a person into a complete system? Of course, the very concept of personality is necessary, as well as a description of the generalized characteristics of human activity, behavior, mentality, which are called personality.

**Psychological characteristics of a person.** Many characteristics of personality psychological content are presented in A.F. Lazursky's theory of psychic levels, which is based on the statement concerning different adaptation activity of personality to the environment or adaptation of the environment to "own needs and aspirations of the individual" [6, p. 180]. At the level of individual differences we can identify those who is limited by passive adaptation to the conditions and requirements of the environment, subject to its influences ("poorly gifted individuals"), and those who seek to actively influence their surrounding life, adapting and recasting it as creators, life converters ("richly gifted"). From this fact, in the context of A.N. Leontiev's theory of two stages of human life, it follows that not all the people in life at the level of development

reach second stage.

Psychic level in the frames of A.F. Lazursky theory appears as "density" and "power" adjustment activity, its completeness, comprehensiveness and depth in activities aimed at abidance to environment (among some), or abidance of the environment itself (among others). Psychic level as personality quality has distinct characteristics. Among them we can state level of personality systematicity that is connected to the "concentration of personality" indicator. This is concentration of the most important functions within the psyche of the person leading activity. In such case, mental elements that constitute human personality are characterized by a degree of coordination, i.e. optimal indicator displays on the system performance.

Exponent abstraction of ideas as a determinant of determination of public benefit activity is of particular value (in this case, the more general and abstract idea determines the direction of the person, the higher her level of mental development). Components: consciousness of mental manifestations joined with the ability to determine the relationship to the world and its separate components, the quality of the subjective model of the world (the image representation and its subjective value – the worldview) reflecting the basic needs and individual characteristics of a person. The lowest quality of the model reflects the separate learned principles, the highest - a wholeness worldview structure, abstracting this side of wholeness ideas hierarchy.

Characteristic signs of mental level: quality, strength, intensity of individual manifestations of mental functions prevailing on these properties a given person, total number of mental production as an integral quantitative characteristic of mental activity. On this criterion includes such factors as the abundance, diversity, complexity (poverty, monotony, primitive) of individual mental manifestations. All these components of mental level, taken together, A.F. Lazursky calls the «riches, strength and intensity of spiritual life», which is associated with the level of «man spiritual organization». It is important for the

theory of innovation that signs of mental level characterize the main indicators of the activity of the individual - productivity, social significance, its energy and organizational and regulatory indicators, as well as a subjective determination of the activity system, and implementation of the activity itself. For the purposes of our work category mental level of personality is of particular importance in terms of the hierarchical structure of the determinants of man objectively practical manifestations. In this view the phenomenon of «personality» can be regarded as the highest level of the organization subject socially useful activity. The psyche of the subject represented by the set of new formations (world view, knowledge, values, and ideas) and originality update mechanisms of these new formations. Presumably, highest level of new formations is the ideological sphere of personality, which includes both the universal ideas and private adopted as its own entity.

**Determination of personality manifestation.** Substantive content of the individual ideological sphere determines the hierarchy of needs, motives and objectives, selection of activities, hence the personality orientation. Indicator of ideological orientation are signs a man of single purpose: disorganizer or organizer, creator or destroyer, peacemaker or aggressor, etc. Each idea has different form the concrete implementation (realization) and various «social dimension». Presumably, that the higher the level of aggregation dominant ideas, the higher the level of organization of the subject of activity (by analogy with the level of psyche development of A.F. Lazursky).

Leading role in the regulation of vital manifestations of personality has personally accepted meaning of life. Man becomes the subject of his will, feelings, thoughts and activities, upon condition the meaning of life awakening. It means that the values are realized, the complete image of the world is built, and the manifestations of personality are determined by the leading ideas, the source of which a person believes himself. In the context of the social value of the meaning of life can be identified on the scale of its levels - from lowest to

highest. Level of the particular person meaning of life determines the features of regulation his life, considered in all its forms - from the natural vital functions to professional and social activities. Specific and every person meaning of life determines the desired future image as a personal perspective. Consequently, the prospect is an idealized image of the future that provides meaningful social life. If a person has no future (as he understands it), it is likely to lose the meaning of live.

One of the most important categories of personality theory is the person relationship identified in the specific properties of V.N. Myasishchev, as well as the «complex» concept of A.F. Lazursky. It determines properties such as activity, dominance, mindfulness, characterized by the degree of manifestation. The activity degree of the dominant relationship defines the objective content of social and valuable work «strength» or its determination intensity. Relations interrelatedness determined by the properties «coherence» and raising their awareness in the «individual-society» system as «coherence» defines harmony, personality wholeness and consciousness degree expresses the person position as a public entity.

Other basic category is ability, based on the results of the instincts and giftedness development. It is necessary to notice the intellectual abilities as a basic component of individual potential. It is necessary parametric description of psychic abilities as intelligence components: attention, perception, memory, performance, thinking, imagination, will, and emotions. In this context key value has the ability to adequate perception and evaluation of the current state of the analysis object (diagnosis) , anticipation of possible states of changing circumstances (forecast), and exposure correction states (psychological control) if ordered categories to use the scheme to solve practical problems of Y.M. Zabrodin. In object space management needs the ability of systems thinking, which allows designing analytical and control systems, which increases the efficiency of professional activity.



In the context of the Action theory of A.M. Matyushkin a professional should have a developed ability to acquisition of new knowledge about objects, methods and conditions of implementation of purposeful action [7]. Furthermore, he should be able to formulate the aims and attitudes clearly and master the means and methods of transformation acquired knowledge in the ability. These intellectual abilities are implemented when the person is in a state of stress tolerance and are based on volitional abilities that include self-regulation of intentions, self-control in a conflict situation, control of own emotional manifestations. If it is a question of the innovative potential of a personality, the ability of imagination directed by ambitions of creating something socially valuable even if it seems unrealistic during the first time, has a crucial importance.

Potential of personality includes a multilevel structure of determinants of personality from the higher nervous activity to the meaning of life filled with the ambitions of accomplishments. Consequently, we are talking about the personality orientation, dispositions, personal meaning orientation of life, representation about a personality's life way and lifestyle, ideals of personality, her purposes and values, social ideas, beliefs, interests, dreams. Innovator Complex (as a potential of personality) could be innate and could be acquired. Crucial are the dynamic characteristics of formation of the complex. Maybe, it is not implemented for some reason, but it is almost impossible. If the complex is formed person will aim to implement it. There is a situation when it is extremely necessary to be an innovator, then success will depend on the dynamic characteristics of the formation of the complex – speed of cognition, learning and productive practical actions.

Developing a formal scheme of potential of personality we should note that the mechanisms of vector structure of "discharge" of potential are its component parts. Individual activities that contribute to the continuous development but not degradation depend on the set of vectors in the social

space. In the most general case, the factors of structure include factors of involuntary and voluntary regulation of systemic-personal manifestations of the individual. According to B.F. Lomov, development of potential of personality and its implementation depends on how the person is included in the relations with other people and what are these relations. B.F. Lomov also considers that the characteristics of potential are manifested in abilities and personality orientation. When the potential is implemented in practical activity personality orientation displays whole system of traits and states of personality. Consequently, the orientation is a system characteristic of personality, if the person considered as a whole system.

**The potential of personality and psychology orientation.** It is useful to identify common indicators of personality orientation for goal setting of our work (by B.F. Lomov):

- goals for the sake of which the person commits an act;
- ratio between what a person receives and takes from society, to the fact that the individual gives to society, contributes to its development (material and spiritual values);
- how exactly a person participates in various social processes: individual could promote their development or could counteract or inhibit them or may avoid participation in social processes.

First of all, we should consider a system of mental properties, states and processes of the person in accordance with the theory of personality orientation of B.F. Lomov. Sources of the driving forces, their objective-subjective nature have a particular importance for constructing of a model of personal potential as the system. It is necessary to identify the sources of the driving forces in the framework of activity theory because expedience of potential and its social value consist in its implementability in the form of activity. Among the sources of the driving forces it is necessary to emphasize a complex of integral mental needs of the person, if this complex is stable and manifests dominant

characteristics. For theoretical psychology and social practice the most important issue is a question about the structure of determining components.

Representing mental properties, states and processes of personality as a system, we attribute this set of mental phenomena to quality of purposefulness that is implemented in the external practical manifestations of personality - reactions, behavior and activity. These manifestations are subject of social value of personality and its essential feature and important characteristic of socio-psychological potential. Factors of determination of these manifestations from a scientific point of view are target of the research interest. These factors involve the nature of external practical manifestations, their sources and the laws of the organization of purposefulness with its external practical transformations. In the first instance, it is necessary to understand what is given to person inherently. It should pay attention that at one time a "Theory of neurograms" was considering the nature of the person from a biological point of view: the individual develops according to innate biological characteristics. Neurograms, which is already at birth in the brain, is the forces that determine human needs and organize his intelligence and will. Thus, intellectual and volitional manifestations depend on the neural organization but not on social conditions.

In non-classical physiology N.A Bernstein developed the propositions of cybernetic (holistic) approach associated with the control of human motions from his Nervous System, which monitors and corrects the evolving situation facing on "motor periphery" or precedes it, sending leading signals [8]. He introduced into his theory of motion structure concepts close to the concepts of systems theory or conception of regulation (feedbacks, comparisons, etc.). However, unlike the technical system initiative of the motion belongs to the organism. The motion contains, in a special way, something that should occur as a result of this motion – its goal, and only an animate is up to foresee the situation and "model future".

It is essential for the understanding the fact that the outside world (from a

clear space to object or symbol) is presented in the afferent synthesis, guiding the motions, and they are distributed over the levels of building a motion - from the biological to the mental (reflexes, psychomotor system, perception, representation, thinking, speech). Each motion is dedicated, responsible for a particular purpose. Ultimately, the motion is “morphological object” that reacts, develops, evolves like an animate being. The «shock» movement has the particular importance - a monolith that “responds” the entire on every change of one of the parts". It follows from this theory, that from the nature the organism is supplied with opportunities (potential) of formation of reasonable «morphological objects» as systems performing motion tasks formulated in the categories of the outside world. Thus, the neuromuscular systems of the organism exist as relatively independent structures, which determine the ability to solve the problem of conversion of inner environment. In the context of A.N. Leontiev’s psychological theory of activity these patterns can be considered as «operations».

In the development of theoretical problem of human being integrity, through, in particular, «cybernetic» approach considerable contribution was made by D.N. Uznadze - one of the founders of the theory of the unconscious, if we evaluate this contribution at the level of the world of psychology. Solving the problem of addition processes of consciousness, from the factors of the unconscious, which, however, stipulate the focus of these processes and their orderliness, he developed a general theory of the attitude. In this theory, D.N. Uznadze singled out, the holistic attitude of the subject, as a special determinant, this attitude develops communication with the environment, creates readiness to take an action that allows to meet the respective demands. It means that the demand is converted into the practical action (carried out by «morphological objects” according to N.A. Bernstein) through the mechanism of the attitude. The attitude is unconscious mental phenomenon, a special integral single state of the subject and it is not recognized as a special experience or the phenomenon of

consciousness. In anticipation of any reaction, the subject always has the attitude and from this attitude, for example representation, perception depends on, as well as actualization of the “morphological objects”. Signs of realization of the attitude have the «cybernetic» (system) nature - the internal connectivity, resistance to interference, structural stability, organization in time. New concept of the attitude changed the view of the subject of psychology because a new methodology prescribed to take as the original not closed space (with its elements and functions), but the person as integral being.

The ideas of the integrity were developed by A. Adler, who believed that a person is a «Holistic creature acting reasonable and thoughtful», and «Human life, and all his actions are based on constant striving for one specific aim» [9, p. 132]. He believed that this aim subordinates the whole person's life and it determines the direction of personality development. But the person imagine this aim very vaguely As this final aim the image and the concept of perfection to which the person strives act. To reach this aim the person develops the power given him by the nature. The desire to turn this development is initiated by the secondary demand of the individual, as A. Adler wrote. If we turn to A.N. Leontiev's classification of demands, it concerns mental needs. It may mean that in the secondary mental demands constant factors of the determination of the person's manifestations, which determine the essence of both primary and secondary demands are put by nature.

It should be assumed that that in the basis of demands (as they are treated in modern psychology) there are some constants, given be the nature, composed the base of determinants potential of man manifestations. This potential base transformed into different forms of motivation and activation throughout a person's life by psychological mechanisms.

The integrity of the human being begins to form (according to A. Adler) from early childhood, as soon as the child finds his own «I» and starts to «climb» to appropriate final aim. And then, under the influence of this aim, all

the physical motions are arranged into a single line of activity. In this theory of the person (in the unity of his body and soul) the existence of a centralized start of mental control activity with its vector quality is postulated – that is dedication, tied assistance by the nature as well as forming in ontogenesis and socialization of the individual. Consequently, the main source of the result of the aspirations to direct the man power to achieve perfection is own “I am the subject”, which formed, may be because of it, already in the first half of the first year of a child's life and according to socio-psychological qualities depends on the socio-psychological atmosphere in the environment of their bringing up.

**Unconscious components of personal potential.** You should also pay attention to the development of ideas about the existence pre-psychic "constructs" that determine the processes in the human psyche and implemented in behavior and activities. We are talking about the concept of either congenital or introduced from outside the specific "absolute" controllers that generate the real aspirations of the individual. In particular, the theory of the unconscious Freud considered as the main, two of them - the libidinal and aggressive instincts, which he regarded as bearers specific area of unconscious mental phenomena - "It", which was endowed and another birth control - " the pleasure principle " [10]. In fact, here we are talking about one of the fundamental, which has an absolute character and purpose of human manifestations ( reaching the state of sensual experience of the subject ) - Fun.

This is the force that causes a person not to do what he thinks and says and what appears natural nature of these forces , which themselves are not recognized by man as a source of their own appearance and practical manifestations. According to Freud, " the true purpose of life of the individual organism " at the same time determine and secondary regulators - repressed conscious desires, make up the content "it" . In contrast to the category of "personality" here we are talking about the body, considered by Freud as a complex energy system , is subject to the law of conservation of energy. Then

the main determination of the absolute nature of organismic - energy compensation costs arising in the foreign practice. So, here we are dealing with objective grounds vital needs and argues this scheme postulate A.N. Leontiev the primacy of activity ( the body, in this case) and secondary human needs.

Within the framework of the theories we are dealing with the development of the idea of conditionality universal psychic phenomena, natural given, principles and laws to be exact with the notion of essentially mental constants acting as factors determination of activity of the person - the natural driving forces constituting therefore base its potential ( potential driving forces ). In this regard, it is clear why Freud placed between the consciousness of the subject and produced it a special nature "intermediate" authority ("It"), where there is a natural transformation in conscious and vice versa, that is, the subject performed a direct interaction with nature and nature with the subject. In this case, the unconscious is like a foundation subject, because acts as a subjective control - Facilities subject himself, "vision" on the part of himself. Unconscious (by Freud ) forms charge psychic "energy" (actually - potential) , pushing to implement unsatisfied instinctual desires and achieve a state of pleasure associated with them.

It should be noted that E. Fromm used the concept of "psychic powers" (power is always a manifestation of energy source), assuming that the individual psyche define internal unconscious psychic forces that are driven by pulses generated by the external environment. In the theory of the structure of the psyche Freud distinguished three components: the unconscious, preconscious and conscious. The phenomenon of unconscious mental capacity is manifested in human suffering, not aware of his past desire that caused heartache. Injured man traces events found only in a state of suppression of mind control (such as hypnosis). These events are hidden in the wilds of the unconscious, as presented to the mysteries of the psychic life of the individual. Unconscious Freud understood as an area of unconscious affects, instincts (needs, motives,

intentions) When he saw this attraction and as a motor, and "fuel" all actions, thoughts and feelings of a person. So desire, and being depressed, continue to "blow up" behavior, influence its course. This mechanism, detailing how the theory would Fromm, supplemented last another concept - "push" from the environment.

Communication with the unconscious mind Freud's done through others, the ability to grasp the meaning of suffering and bring it to consciousness suffering, who understand the causes of their suffering is exempt from them. This means that the studied so unconscious due not only to a specific person, but also the social environment, social environment. In relation to the same individual, Freud believed that the typical state of mind are constant conflicts, the struggle between the unconscious instinctive aspirations and preconscious realm of consciousness. Conflicts turn into persistent neurosis in some cases , in others - the energy is diverted from instinctual gratification and sent to intensive intellectual activity in different areas (the "sublimation"). These dynamic characteristics of the psyche must be considered when developing a model of social and psychological potential of the individual.

Ideas natural and universal mental conditioning evolved A. Adler, who believed that teleology of psychic life in general obeys immanent laws. In her individual uniqueness goal of human actions are determined by the individual. Unlike Freud , Alfred Adler considered immanent other regulators - the "social sense ", "inferiority complex" , the need for excellence, the pursuit of the highest level of development, which belong to the person having a single (not dismember) structure. In this context it is important to note the position expressed by Maslow, that everyone has their natural purpose, thereby individualize " immanent laws". We must assume that natural destiny particular person materializes through the motivational sphere of his personality.

**Motivational potential of personality.** In modern psychology (as B.F. Lomov wrote) the term " motive " is used to refer to a wide variety of



events and conditions that cause activity of the subject . To them, he took the needs, interests, inclinations, emotions, attitudes, ideals. Nevertheless, the motive is seen as internal (coming from the subject) motivation (inclination , aspiration , volition, desire) to actions aimed at meeting the needs or achieve a desired state of the environment of the self. We must assume that the interests , emotions , attitudes, ideals ( behind which lurk in some needs ) are sources of psychological problems of creative-developing and how the transformation of their psychological content in the theme , what are the objective and subjective processes occurring at the same time . In theory, the most productive is the notion of motives as mental formations, reflect, concretize and become solid, urgent needs. Motive as a mental phenomenon - this is what causes the subject to carry out activities for which it is being accomplished. Then the inclination, aspiration, volition, desire, motivation conditional, act as objective- subjective mechanisms of conversion of actual needs into action.

Forms reflect the actual needs of the individual 's motives ( to B.F. Lomov) characterize and power motives, and their hierarchical structure. Reflect the needs of diverse forms, for example, the public need can be reflected as a desire , as a sense of duty, as interest, as an incentive, as a protest, etc. Communication between the demand as an objective necessity and motive as its subjective reflection ambiguous. Motive of activity there is a component of a complex system – motivational sphere of personality. This is the sum of its motives, which are formed and developed throughout a person's life and in the motivational sphere reflected individual and social needs of individuals and their reflection forms depend on the social status of the individual in the system of social relations. Therefore, one of the major determinants of the motivational sphere (as I thought B.F. Lomov) is a person belonging to a particular community, and the needs and interests of the individual .

In case of diagnosis of motivational sphere must, first of all, to define a structure in which motives are divided into current and potential. Furthermore,

some of the motives are relatively stable and dominate forming base determinants entire sphere. These motives characterize the orientation of the individual features, which defines a vector field personal manifestations in a variety of their forms. Leading motives, serving as motivation, reflected in the consciousness at the level of meaning (in the psychological theory of the structure of consciousness Leontiev) ongoing activities, its objects, conditions, results and impacts.

Of particular importance is the level of awareness of personality diagnosis (sensual fabrics, meaning and values) is not only the leading motives and structure (hierarchical , in the first place ) all his motivational sphere. Has diagnostic value prolongation of different motives, therefore, the duration of their conservation. In the context of efficiency motives are important features of motivational processes associated with the actualization motivational Position defining relation to requirement of meaningful subjects , the influence of the Yerkes -Dodson law , with features in the field of regulation of Lewin's theory, with the manifestations of the struggle of motives (in particular, B. f. Lomov) believed that the struggle of the individual motives worth the different interests of those communities to which it belongs and must be considered in the diagnosis of the contradictions arising in society) . Conflict of motives (significant point of regulation of individual personal manifestations ) - is the implementation of the principle of the unity of opposites fighting , one of the reasons causing the subject orientation of the person by virtue of objectivity motives. Hence, the guiding principle of motivational analysis - the principle of cause and effect.

Since the motivational sphere of education is dynamic (dynamic is the level of awareness of the needs underlying motives), it is necessary to consider the conditions and factors of the motivational sphere of the individual: how the development of the typical motives in forms of activity and meeting needs with objects as formed personality forms of motives. Motivation - primary sources, as

the process of encouraging the implementation of activities - complex act requiring the subject of analysis, choice and decision making when the motive of activity realized. Perceived motives associated with items related needs and socio normalize activity, part of the structure of personality as potential mechanisms of activation of the kinetic energy released in the process of implementation. In this case we are dealing with the processes of formation of motives of professional objectives, primarily operations. Individual activity is an integral and when the motive is ambivalent or is "splitting" motif, cleavage activity on externally with its various features (and perhaps "exclusive" to each other objects).

**Conclusion.** Based on the analysis and integration of basic theories of personality, we can conclude that as the base model of the personal potential of rational use of "accumulator" metaphor. It allows us to consider the psychological potential of the individual in the dynamic unity of the personality after his kind nature and the social environment. Structural content of the psychological potential of the individual is determined due to the possibilities of the initial axiom: "Social value characteristics of the individual are potentially vector character." From this point of view, the phenomenon of "personality" can be regarded as the highest level of the organization subject of socially responsible activity. The mind of the subject represented by the set of neoplasm's (world outlook, knowledge, values , ideas ) and originality update mechanisms of these neoplasm's.

Highest level of the neoplasm's - is the ideological sphere of personality, which includes both the universal ideas and private adopted as its own entity. Fundamental position is that the substantive content of the ideological sphere of the individual determines the hierarchy of needs, motives and objectives , selection of activities , hence the orientation of the individual. Vector nature of psychological personality is determined by its orientation. Very important is the mental level of the individual category in terms of the hierarchical structure of

the determinants of externally practical manifestations of human. It is essential for the theory of innovation that signs of mental level characterize the main indicators of the activity of the individual - productivity, social significance, its energy and organizational and regulatory indicators, as well as a subjective determination of the activity system, and implementation of the activity itself. Therefore, theoretical problems determinations personal manifestations of human - it is a problem of personality theory, allowing it to construct a "working" model for the practical application.

In the context of the further development of individual development of the subject (as the processes of accumulation and realization of individual psychological potential) needs to be viewed through the developing characteristics of individual activity. The components of the mental level of the individual (stakeholder), taken together, bind A.F. Lazurskiy with the level of "spiritual organization of human." This "wealth, intensity and tension of psychic life" that can serve as indicators of the quality of the psychological potential of the individual. By K.G. Jung personality ("soul") draws up an internal setting influence of the unconscious and its qualities, while external mounting draws "person" impact protection. Ultimately, the model of psychological potential of the individual as a productive system must reflect the full diversity of existing psychological theories in their relationship and consistency based on the principle of complementarities.

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