

Artículo de investigación

Conceptual features of the balanced development of human potential in the emerging socio-economic conditions

Концептуальные особенности сбалансированного развития человеческого потенциала в формирующихся социально-экономических условиях

Características conceptuales del desarrollo equilibrado del potencial humano en condiciones socioeconómicas emergentes

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Abstract

The article is devoted to a comprehensive study of education of a creative person, focused on universal human values and capable of creative impact in a direction favourable for the world of development. For the first time in a scientific revolution there are the following terms: concept of creative balance, integrative-indicative approach to the balanced development of human potential (HP) (BDHP), management method of the BDHP (psycho-management), based on a combination of modern educational, managerial and psychological technologies.

Keywords: Concept of creative balance, evolutionary development, highly developed systems, HP, indicative and integrative approach, psycho-management, revolutionary development, spiritual dynamics, uncertainty.

Аннотация

Статья посвящена комплексному исследованию вопроса образования творческой личности, ориентированной на общечеловеческие ценности и способной к созидательному воздействию в благоприятном для мира направлении развития. Впервые в научный оборот введены: концепция творческого баланса, интегративно-индикативный подход к сбалансированному развитию человеческого потенциала (СРЧП), метод управления СРЧП – психоменеджмент, основанный на комбинации современных образовательных, управленческих и психологических технологий.

Ключевые слова: высокоразвитые системы, духовная динамика, индикативно-интегративный подход, концепция творческого баланса, неопределенность, психоменеджмент, революционное развитие, человеческий потенциал, эволюционное развитие.

Resumen

El artículo está dedicado a un estudio integral de la educación de una persona creativa, centrado en los valores humanos universales y capaz de tener un impacto creativo en una dirección favorable para el mundo del desarrollo. Por primera vez en una revolución científica existen los siguientes términos basados en una combinación de modernas tecnologías educativas, gerenciales y psicológicas: equilibrio creativo, enfoque integrativo-indicativo para el desarrollo equilibrado del potencial humano (PH) (DQPH) y método de gestión del DQPH (psicogestión).

Palabras clave: Concepto de equilibrio creativo, desarrollo evolutivo, desarrollo revolucionario, dinámica espiritual, enfoque indicativo e integrador, incertidumbre, PH, psicogestión, sistemas altamente desarrollados.

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Introduction

The formation of a modern economy requires special attention to scientific knowledge and the application of its results in education, management and self-realization of a person.

Modern socio-economic processes have instability and chaotic dynamics. How is it possible to overcome chaos without streamlining, but making it an instrument of creativity? How is it possible to ensure the management of HP in the direction of development favourable for the world? What is the knowledge and technology that allows a person to actively and productively develop in an emerging environment? These are the issues that become relevant in the XXI century.

The natural world or the world of nature is unique. It develops, constantly forming new forms. A person, fitting into this world, can contribute to its improvement, using the potential for conscious movement towards complication, beauty and harmony based on modern scientific achievements.

The human resource (HR) is “physical, psychological and spiritual reserves that can be used if necessary” (Gubanova, Vnuchkov, Mikhailova, 2017). The idea of “functioning of the organization by analogy with the work of the brain” (Gubanova, Vnuchkov, Mikhailova, 2017) allows us to conclude that the capitalization of HR in modern conditions is primarily associated with organizational goals, and may impede the choice corresponding to personal development goals.

The results of scientific research in the field of neurophysiology, psychology, sociology, management and systems theory allow us to connect human management with the development of his individual potential. HP is the resource that can be developed with maximum productivity. The use of inclinations and abilities, study of temperament, character, values and disclosure of charisma give the possibility for self-realization. However, the goals of personal development cannot be relevant, since human activity is based on a fundamental correlation with the world, oneself and others. The unification of people on the basis of “talent, passion, conscience and needs” (Covey, 2010) creates a system of meanings that promote self-disclosure of a person and creative impact on the environment.

In conditions of increasing uncertainty, formation of a single information space, creation of artificial intelligence systems, everything that he can influence in any way falls into a sphere of attention and responsibility of a person. So, a person’s responsibility for those decisions that he implements in the course of his life increases, and the development of HP for the sake of organizational or personal goals “without relying on spirituality becomes unpromising and even dangerous” (Gubanova, 2018). Spirituality can be described as “creative self-fulfillment that has meaning and significance” (Gubanova, Kolosova, Mikhailova, 2018) for a person and the world around him here.

The development of HP, focused on universal values and “capitalization of HR that has its own value and significance,” (Gubanova, Vnuchkov, Mikhailova, 2017) allows us to realize HP in the development favourable for the world.

The article attempts to comprehend the conceptual features of the balanced development of HP, provides rationale and description of the concept of creative balance and method of its implementation in the increasing uncertainty and instability of the internal and external environment.

Specifics of the formation and development of complex systems

The new century is a century of accelerating scientific progress and emerging highly developed social and technical systems.

The more developed the system, the more it is capable of self-organization and self-learning. However, uncertainty is a mandatory aspect of the functioning and development of any complex systems. According to the research of Prigozhin I., the complex systems, being in a nonequilibrium state, “seem to oscillate before choosing one of several evolutionary paths” (Asmolov, Shekhter, Chernorizov, 2017). A small random change “microscopic fluctuation” can serve as the beginning of changes in the evolution of the system, which become irreversible. (Leontiev, 2018). His studies relate primarily to biological systems, but Winer N. in his works points to general principles in the management of biological, technical and social systems. That is, the laws discovered by Prigozhin I., according to the laws of cybernetics, will also apply to technical and social systems,

which at the point of bifurcation (crisis) become unpredictable.

Today, the main conditions for the effective formation and use of highly developed systems are: quality knowledge, nanobioinformative ("nano-, bioengineering, informational, cognitive" (Free economy, 2018) technologies - NBIC - technologies), formation of the inner spiritual principle of the personality as a noospheric basis for harmonizing social relations, including tunable over time, creative values and priorities within the framework of the emerging "qualitatively new phenomenon - noonomy" (Bordunov, 2018).

Knowledge is the result of comprehension of reality, verified by practice, its reflection in the human mind. The quality of knowledge depends on the quality of information on the basis of which it is formed (Gubanova, Kolosova, Mikhailova, 2018). The quality of knowledge as the basis for formation of consciousness is the starting point in the direction of creation or destruction. Experience is the main "teacher", but "carried away by practice without science like a helmsman entering a ship without a compass" (Leonardo da Vinci). In the modern conditions, the presence of distorted knowledge in the personality structure can provoke "increased instability of large social systems, which is associated by Prigozhin I. with the increasing role of individual actions in them" (Leontiev, 2018). Preventive actions of an enlightening nature, an understanding of the nature of dissatisfaction or motivation for development prompt a person to search and move on the path of evolution of consciousness. "Amplification of microscopic fluctuations that occurred at the right time leads to the preferential choice of one option from a series of equally a priori possible" (Asmolov, Shekhter, Chernorizov, 2017). Therefore, the development of special programs aimed at the disclosure of universal values and creative development of the person contributes to the improvement of the environment through the formation of high-quality knowledge and skills.

Each person has an individual uniqueness and at the same time common identical foundations. Each era gives a certain set of relevant knowledge, the possession of which allows being effective. And today, these competencies include: critical thinking, communication, teamwork and creativity. Possession of knowledge in these areas allows you to create a basic personality construct that is relevant in the

current conditions and is resistant to external influences.

Knowledge is the dominant resource, and the most important task of our time is to ensure the quality of the disseminated information and create the conditions for the possibility of its use in order to meet human development needs. At the moment, mankind has accumulated a huge amount of knowledge that is becoming widely available due to the formation of a single "information-communicative (digital) space" (Free economy, 2018). However, it is possible to understand their true meaning only in case of adequate preparation of a person who can correctly count it. In this regard, great attention must be paid to the quality of the educational process, study of etymology, semantics, cross-cultural characteristics of the words and expressions. Improving the quality of primary basic information, working with dictionaries, learning foreign languages, understanding perception, informing about the impact of cultural stereotypes, ethnocentrism and cultural relativism allows you to take into account and level cross-cultural and personal differences in a single information space.

The increasing rate of environmental change is forcing people to look for tools that allow them to respond flexibly and quickly learn, master innovations, process and get results, which in turn become sources of innovations. If over the past centuries the main tools of human influence on nature have been material tools, the emphasis is shifted to the use of "digital and cognitive" mechanisms of influence in modern conditions, "showing the ability to enter into any technological processes" (Bordunov, 2018). The use of NBIC - technologies contributes to the creation of complex technical and hybrid systems. The introduction of such systems expands human capabilities and at the same time imposes responsibility for their use, since an accidental minor change in a high-tech complex system can provoke irreversible consequences. The formation of a "new world economic structure" (Free economy, 2018) dictates the need to master such additional competencies as the ability to work with information and technical and technological literacy.

The emergence of new technologies and alternative energy sources, formation of a global information space and increase in the possibility of human influence on the solution of national and international issues, creation of conditions for the development of free scientific thought are consistent with the conditions for the formation

of the noosphere, described in the works of academician Vernadsky V.I. A modern understanding of the specifics of the evolution of highly developed complex systems warns humanity from the formation of the noosphere without reliance on spirituality. Under such conditions, the emergence of noonomics is possible, non-economic system that allows the use of "information and cognitive technologies" to meet the reasonable needs of a person without harming wildlife: on the basis of its reasonable transformation. A rational management system in which "person, having gone beyond the limits of material production, will become engaged in what for which he was actually created - creativity" (Bordunov, 2018). In this case, the creative impact on nature should be the result of a choice due to "magnetic north" (Covey, 2010), universal values and laws.

NBIC technologies and understanding of the principles and features of the functioning of highly developed systems allow us to conclude that it is necessary to disseminate the foundations of relevant scientific knowledge and creative spiritual dynamics within the framework of "new technological structure" in the education, management and personal development.

Nature of balanced human development

In the modern world, changes are becoming the norm, instead of the usual norms, diversity and multiplicity are formed. Under these conditions, a person stay in constant dynamics, where, along with the importance of forming a stable personality construct, it becomes necessary to develop skills in the constant transformation and revision of accumulated experience in a volatile and partially chaotic environment.

According to the dictionary, development is a "process of lawful change, transition from one state to another more advanced, degree of consciousness, enlightenment, and culture" (Ozhegov S.I.). Since development is aimed at improvement, and it is based on the desire for enlightenment, its essence "lies" in creation.

Scientific sources identify the basic fundamental systemic approaches to understanding human nature (Maslow, 1971): psychodynamic, based on past experience, behavioristic, perspective-oriented, humanistic, exploring the present. In modern conditions, a transpersonal approach is actively being formed and is developing, "addressing the world in general rather than human needs and interests, going beyond the limits of human nature and the identity of a

person, his self-actualization" (Maslow, 1971). The transpersonal approach allows you to combine the fundamental approaches that describe the biological, mental and social nature of a person into an integrated system of a higher order, highlighting the spiritual dimension as a directing and uniting its beginning. On this basis, it can be assumed that the distinguished systemic approaches emphasize the formation of a person at different stages of his development.

Over the past century, the basic anthropological model of man has evolved "from a physical person to a social person, then an individual, transpersonal and stochastic" (Gubanova, Kolosova, Mikhailova, 2018). Evolution gradually brings humankind closer to Plato's statement "to ascend to its humanistic creative essence" (Yakovlev, 2017), that is, to a stochastic person who can "comprehend meaning without logical analysis, peering intently at himself and the world around him" (Gubanova, Kolosova, Mikhailova, 2018). Of particular interest for this study is a transpersonal person who goes beyond purely individual needs, reveals his charisma to the world and acquires a unique life meaning and significance. The development of a transpersonal approach brings a person closer to a unique creative realization, which has creative significance.

Human life is limited biologically, mentally and socially based on environmental, "genetic and neural determinism" (Asmolov, Shekhter, Chernorizov, 2017). The philosophy of determinism says that uncertainty accompanies the development of all complex systems (Asmolov, Shekhter, Chernorizov, 2017). Every living creature is characterized by a biological nature, which is given. Each person is identical to the psychic nature of the species, however, the process of its formation and the combination of its own properties are individual. Each person lives in a single environment, in a holistic interconnected world, but his mission and vision have unique features.

A progressively developing personality undergoes a series of amazing transformations throughout the life. These transformations can have an evolutionary and revolutionary nature. A person grows and develops throughout life. Its growth is evolutionarily determined. Evolution is a process of gradual quantitative change, preparing qualitative. Evolutionary development "is connected with the gradual transformation of something that already exists" (Asmolov, Shekhter, Chernorizov, 2017). The harmonious "latent period" when "neoplasm" and "social

situation of development” (Vygotsky L.S.) coincide, through “spiritual dynamics” (Frankl V.), in the process of which a new formation is formed, smoothly passes into another social situation of development corresponding to a new level of human development and the environment. Frankl V. describes spiritual dynamics as the “creation of polar tension, where one pole represents the meaning and goal that will be realized, and the other person who must realize this goal” (Langle, 2004). In this case, the neoplasm is formed on the basis of insiders obtained in the process of assimilation of new experience.

Spiritual dynamics contribute to the awakening and development of the true human principle, its creative potential. Creativity is a human ability that distinguishes it from all other living creatures. Creativity is “fundamental need of a person, forming and actualizing his consciousness” (Gubanova, 2018). Brilliant creators feel and convey the life and emerging trends in development.

Bright creativity has a strong influence not only on the creative personality itself, but also on the development of the world where it lives, and will continue to live in the creations. “Art does not reflect the world, but creates it” (Lotman). Art describes life and induces its change. True creativity is “both the independent creation of something new, and the depth of “feeling”, and the creative novelty that shapes the world” (Gubanova, 2018). Such creativity becomes the basis for sustainable development, rather than deficiency, and acts “as a process of complete emotional health, as a manifestation of the self-realization of healthy people” (Maslow, 1971).

Creative processes are often compared with “streaming experiences”. They are “not only an investment of attention and organized efforts, but also intuition” (Csikszentmihalyi, 2011). It is internally consistent knowledge, which is the result of insight, not a logical rationale”. However, the “apple” falls on the prepared mind, generated by many years of search efforts. A person in the “stream” is the result of his past choices, and intuition is based on the results of training and experience, the processes of formation and development of consciousness. The creative process is determined by human knowledge and skills, and the assimilation of new information significantly expands the creative potential.

A harmonious evolutionary path of development, associated with “insiders of evolution” (Dunker

K.), is possible in an environment that promotes the disclosure, education and improvement of the personality, in an environment that allows a person to live and “develop as he is characteristic of his own nature” (Maslow, 1971). Failures of evolutionary growth are associated with “inability to achieve what an individual could become if he grew and developed unhindered” (Maslow, 1971). In this case, development takes on a revolutionary form. Revolutionary development is a transition to a new qualitative state at the bifurcation point when it is already impossible to make a choice. The crisis is a turning point, a transition point to a new state, when a neoplasm affecting a person ceases to correspond to the social situation of development. Being in a crisis can contribute to the development of personality or impede further movement on this path. Revolutionary development “refers to a spasmodic qualitative reorganization of the system” (Asmolov, Shekhter, Chernorizov, 2017), its consequences are difficult to predict. In the process of crisis, old forms that are already obsolete are destroyed, clearing the way for new opportunities, but if the crisis is not resolved, there will be no further development.

Modern age psychology uses a large number of periodizations of development (Freud Z., Erickson E., Piaget J., etc.). The description of the stages of a person’s life cycle can be presented in the form of a path, with the same signs and pointers. But this path a person goes at his own pace, in accordance with his own characteristics, and from a certain moment.

Allocated age crises and periods of life of a particular person may not coincide in time. Knowledge of periodization allows you to determine the location of a person, to reveal “positive significance of the crisis” (Vygotsky L.S.) and use it for further development. Understanding the nature of the crisis as a failure of personal growth allows us to use the crisis as an indicator of the state, contributing to the definition of a constraining development problem. Transferring a problem into a task and developing a method for the qualitative organization of processes, adjusting and maintaining their course until they move into the category of a useful skill helps to change a person and has a positive effect on the environment in which he lives.

In conditions of increasing uncertainty and instability of the environment, formation of highly developed complex technical and social systems, study of the specifics of their

development and nature of the development of HP encourages the search for methods aimed at reconciling determinism and "expediency, which is a pattern of chance" (Asmolov, Shekhter, Chernorizov, 2017).

Concept of creative balance as the basis for balanced development of HP

Human life is a stream of changes that go and can have practical and causal nature. Turning to Western and Eastern philosophy, two complementary models of the world can be distinguished. In the western (expedient) model of the world, life is represented as a managed resource, and the western path of development is the path of self-government and self-realization. In the eastern (causal) model of the world, the boundaries of life are blurred, and the meaning of life is inside itself, consciousness is as if immersed in the "fabric" of life. That is, life is something valuable in itself, and a person is simply present in it. Personality subjectively develops in accordance with the law of expediency, and objectively grows according to the law of causality. That is, manifesting a will, a person can live according to the goal of development, becoming like desire according to his biopsychosocial nature. One of the important human assets is the ability to "switch from the status of the subject to the status of the object and vice versa" (Maslow, 1971). Choice is the greatest gift to man after the life. Conscious willful choice, focused on the implementation of universal values, contributes to the balance of the subjective and objective nature of man. Gaining a balance point, a sufficient level of balance between the subjective and the objective, a person stops spending energy on eliminating tension and deficits and can go to the highest level of creative realization.

Modern research in the field of neurophysiology determines that both hemispheres of the brain are equally involved in the creative process: specifically-shaped and abstract-logical. Art uses visual language, science uses verbal one. Art senses and conveys the life and emerging trends, inducing changes, science explains, allowing them to spread widely. "In the union of pictorial and verbal languages, a creative balance is born as the art of equilibrium in action, a novelty that has meaning, forms and improves the environment" (Gubanova, 2018). The formation of interhemispheric connections and the synchronization of the cerebral hemispheres using special educational techniques and technologies for the development of creativity

contributes to the disclosure and development of creative potential.

A person, as a highly developed integral system, possesses a combination of organic, ethical, gnostic and aesthetic key motivations (Langle, 2004). Organic motivation determines the need to maintain a constant internal environment, which is becoming the basis of a careful attitude to health and maintaining a healthy lifestyle in modern conditions. Ethical motivation is associated with the need for social relations, which in an emerging environment can contribute to the development of communication skills and teamwork. Gnostic motivation determines the need for knowledge and the methods by which it is formed. The quality of information, curiosity and high cognitive activity contribute to the development of critical thinking and have an impact on improving the quality of life. Actual knowledge in the fields of philosophy, neurophysiology, psychology, management and theory of complex systems in modern conditions are the basis for the formation of critical thinking. "Willingness to self-knowledge, self-regulation and self-government" (Gubanova, 2018) turns into a fundamental factor in the development of the personality, which "faces a growing lack of guarantee of its existence as a biological and a social being" (Bordunov, 2018). Aesthetic motivation can be represented as a combination of gnostic and ethical (Ananyev, 1996). As a result, there is a special way of perceiving the aesthetic properties of objects and phenomena is formed and the ability to creative realization.

Key motivations are consistent with the elements of the "paradigm of a holistic person, which underlies virtually all philosophical teachings" (Gubanova, 2018). According to this paradigm, a person is an integral system based on the need for a balanced development of somatic, emotional, intellectual and spiritual fundamental subsystems. The somatic subsystem (physical resource) is an indicator of human condition. The mental subsystem (intellectual resource) serves as a tool for cognition, training and development. The emotional subsystem (emotional resource) is an indicator of response. The spiritual subsystem (creative resource) is an instrument of coordination and development direction based on value orientations (Gubanova, 2018).

The process of HP development, based on the provisions of the holistic human paradigm, is mediated by solving the problem of balanced integration of the elements of the selected subsystems based on the manifest indicators.

Such integration, permeated by the spiritual dimension, allows you to form a fundamental personal beginning of a person, based on a unique combination of his natural, mental and social properties, and contributes to the gradual formation of a personality construct base, which includes active elements of all fundamental subsystems, key motivations and relevant competencies. The balanced development of HP within the framework of an integrative-indicative approach contributes to the formation of a stable personality structure that is open to revision and change based on conscious indicators without the threat of loss of integrity.

The high plasticity of the brain and the ability to switch from the status of the object to the status of the subject, use of modern educational, psychological and managerial technologies penetrated by the spiritual dimension, allows us to develop a method for managing the balanced development of HP - psycho-management.

The implementation of the method allows you to configure the elements of the fundamental subsystems and form relevant competencies using techniques:

- Self-knowledge for the disclosure and development of HP according to needs, inclinations and abilities;
- Self-management for setting up of balanced personal development and creative implementation;
- Self-regulation to maintain overall balance and stability in the process of change.

The formation of fundamental targets and the application of efforts leads to the complication and development of a person's unique physical, mental and emotional abilities, synergy of which can lead to stream processes and experiences, since the stream is generated by meaningful efforts, in which the person, being "here and now", tuned to achieve strategic objectives. According to Chiksentmihaiyi M., the state of the flow reaches its maximum if the achievement of the goal contributes to the public good. Setting conscious development goals, greening life processes, maintaining motivation and showing will allows you to achieve that level of discipline that contributes to rewarding results. He compares the flow with the sensations of the artist, under whose brush the bright and deep meaning of the work of art is manifested. In streaming processes there is an increased concentration of attention, productivity and joy, which most people intuitively seek. "In a stream, pleasure merges with effort and meaning, giving

rise to an energetic active state" (Csikszentmihalyi, 2011). Spiritual dynamics, consolidating and directing the processes of disclosing, developing and realizing creative potential, allows us to achieve the level of happiness associated with the release of endorphins in the process of managing change, rather than receiving an adrenaline stress response as a result of resistance to change.

Using an integrative-indicative approach and psycho-management techniques brings us closer to understanding the personality as "self-determining and self-organizing system that creates a higher order of uncertainty and chaos" (Leontiev, 2018). In this case, "person's life can become education, art, science, religion and philosophy" (Maslow, 1971). This kind of work "in the absence of basic conditions for the disclosure, development and realization of human talents and abilities, allows you to create useful habits that contribute to saving vital energy and its redirection in the mainstream of creative realization" (Gubanova, 2018). The development and implementation of educational programs based on the concept of creative balance, allowing you to get psychological advice, practical skills and system knowledge in the field of personal and creative development in a single format is aimed at developing HP and has a positive impact on the environment in which he lives.

Conclusion

The meaning of creativity according to Plato is the continuous improvement of the universe, in which the "good" (Plato) is both the cause and the result of the creative process. Man, as a creator, works with passing values, but the constant evolution of knowledge and the product of his work bring humanity closer to the perfect harmony of the cosmos.

The concept of creative balance is based on the hypothesis that creativity is the purpose of the human brain, creating novelty that shapes the world. And we are talking here about the work of physically, mentally and socially healthy (balanced) people, based on universal values and quality knowledge that form the human mind. Creative development begins from a point of balance - a sufficient level of the presence in a person's life of elements of all fundamental subsystems, key motivations and competencies relevant to these conditions.

The implementation of an integrative-indicative approach focused on spiritual dynamics allows

you to configure the fundamental subsystems of a person, integrating key motivations, relevant competencies and creative implementation processes into a stable personality structure, open revision and change without crises - loss of balance based on the indicators that appear. Such integration can be controlled through psycho-management, using techniques of self-knowledge, self-government and self-regulation. In the context of the socio-economic world order, training in the use of psycho-management techniques allows to achieve a life balance in accordance with own nature and live with a sense of "internal consent" (Langle A.) regardless of the high variability of the environment. With a strong sense of individuality and a universal value orientation, a person ceases to go with the flow, acquires "his own voice" (Covey, 2010) and becomes a leader in change, taking the initiative and inspiring others to discover and realize them creatively.

The study attempts to describe a holistic picture of the development of HP in modern conditions by analogy with the creation of a work of art, a sketch of the whole picture is proposed and a method is presented that allows you to work with its details. When implementing the concept of creative balance, each one has his own picture, in which there are both general canons and unique details inherent. In this case, self-reliance is formed on the basis of a system vision, quality knowledge, ability to feel one's needs, needs of other people and environment. The formation of a scenario focused on the balanced development of HP on the basis of universal values and creative implementation is the key to the development of human civilization in the emerging environment without involvement in systemic crises, consequences of which are unpredictable.

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