

PSYCHOLOGY OF SELF-DEVELOPMENT: STRATEGIES AND FACTORS OF EFFECTIVE PERSONAL GROWTH

PSICOLOGIA DO AUTODESENVOLVIMENTO: ESTRATÉGIAS E FATORES DE CRESCIMENTO PESSOAL EFETIVO

Lyudmila Prisniakova 

Dnipro Humanitarian University
Dnipro, Ukraine
lprisnyakova@ukr.net

Oleksandr Samoilo 

Dnipro Humanitarian University
Dnipro, Ukraine
oleksandrsamoilov49@gmail.com

Maryna Varakuta 

Dnipro Humanitarian University
Dnipro, Ukraine
mvl_2014@ukr.net

Oleh Aharkov 

Dnipro Humanitarian University
Dnipro, Ukraine
profpolit@ukr.net

Mykola Nesprava 

Dnipro Humanitarian University
Dnipro, Ukraine
n.nesprava@gmail.com

Abstract. The article delves into the psychological aspects of self-development, focusing on the strategies and factors influencing effective personal growth. The study's significance arises from the recognition that individuals, at a specific juncture in their lives, become conscious of their individuality and subsequently endeavor to present themselves favorably to others while pursuing their life's purpose. Moreover, the concept of personal growth has become prevalent in contemporary society, with influential figures advocating the idea that self-development is an essential objective for every individual, as significant success cannot be attained without it. The present study establishes the significance of the psychology of self-development concerning strategies and factors influencing effective personal growth. The essence of the "self-development" concept has been thoroughly examined, and the primary aspects of human self-development have been delineated. Moreover, this work provides comprehensive characterizations and detailed descriptions of various forms of human self-development, including self-affirmation, self-actualization, and self-improvement. The article elucidates the particularities of self-development strategies in individuals, including imitation, the "twist of fate," and purposeful movement towards desired goals. Furthermore, the work describes psychological barriers that impede an individual's self-development. The study characterizes factors that positively influence personal growth, encompassing empathic support, appropriate upbringing, clear goal awareness, developed self-organization, interpersonal interaction, a drive for self-realization, and a creative approach. Moreover, the article identifies scenarios wherein self-development assumes a negative aspect, leading to regression rather than progress.

Keywords: human, person, personality, psychology, development, self-development, community, society, strategy, factor.

Resumo. O artigo investiga os aspectos psicológicos do autodesenvolvimento, com foco nas estratégias e fatores que influenciam o crescimento pessoal efetivo. A importância do estudo decorre do reconhecimento de que os indivíduos, em um momento específico de suas vidas, tornam-se conscientes de sua individualidade e, posteriormente, se esforçam para se apresentar favoravelmente aos outros enquanto perseguem seu propósito de vida. Além disso, o conceito de crescimento pessoal tornou-se predominante na sociedade contemporânea, com figuras influentes defendendo a ideia de que o autodesenvolvimento é um objetivo essencial para todos os indivíduos, já que sucesso significativo não pode ser alcançado sem ele. O presente estudo estabelece a importância da psicologia do autodesenvolvimento em relação a estratégias e fatores que influenciam o crescimento pessoal efetivo. A essência do conceito de "autodesenvolvimento" foi minuciosamente examinada e os aspectos primários do autodesenvolvimento humano foram delineados. Além disso, este trabalho fornece caracterizações abrangentes e descrições detalhadas de várias formas de autodesenvolvimento humano, incluindo autoafirmação, autoatualização e autoaperfeiçoamento. O artigo elucida as particularidades das estratégias de autodesenvolvimento em indivíduos, incluindo a imitação, a "torção do destino" e o movimento proposital em direção aos objetivos desejados. Além disso, o trabalho descreve barreiras psicológicas que impedem o autodesenvolvimento de um indivíduo. O estudo caracteriza fatores que influenciam positivamente o crescimento pessoal, abrangendo apoio empático, educação adequada, consciência clara de objetivos, auto-organização desenvolvida, interação interpessoal, impulso para autorrealização e abordagem criativa. Além disso, o artigo identifica cenários em que o autodesenvolvimento assume um aspecto negativo, levando à regressão e não ao progresso.

Palavras-chave: humano, pessoa, personalidade, psicologia, desenvolvimento, auto desenvolvimento, comunidade, sociedade, estratégia, fator.

INTRODUCTION

The life activity of each individual is based on the main trends of the development of nature. There are certain principles according to which a person develops and functions. Improvement of her thinking activity in the cognitive sphere and other components leads to the transition of the individual to a qualitatively new level - individuality. This definition is interpreted in a broad spectrum as a set of unique personal qualities of a person, where a person is understood as the creator and author of his own life, a unique life path, inherent only to him alone. The next level to which individuality can develop is personality. It is considered as a set of preferences, habits, and socio-cultural experiences of a specific person. Personal qualities can be evidenced by a person's mental mood and tone, his attitude to socio-cultural life as a subject, and a person's involvement in the spiritual experience of society.

All are peculiar stages of human progress, his mental evolution. At each of the stages of development, be it an individual, individuality, or personality, there are needs, satisfying which a person can move to a qualitatively new level.

At this stage of human development, we can assume that most of us reflect the social nature of a person as a person. In this way, we face those needs that represent us as individuals. The hierarchy of needs is vividly depicted by the American psychologist, the founder of humanistic psychology, Abraham Maslow. His pyramid of needs became the basis for the training of psychologists all over the world. After all, here he shows a five-stage model of personal needs. Maslow suggested that a person has two fundamental sets of needs: deficiency needs and growth needs. Only after satisfying the first four levels of deficient needs, a person try to satisfy the need for growth. It is related to the realization of human potential and the need for self-actualization. This level of needs refers to a person's full potential and his ability to "become what he is capable of becoming." Motivated by the achievement of self-actualization, a person chooses different ways of self-development.

The matter of personal self-development holds significant relevance in contemporary society. This heightened relevance is a direct consequence of individuals now having abundant opportunities for both professional and personal growth. Consequently, self-development has evolved beyond being merely a means of showcasing oneself to others; it has become an avenue for individuals to actualize their identities fully. Concurrently, opinion leaders and bloggers have taken an active interest in addressing the subject of self-development, and the market responds with a proliferation of books and online materials dedicated to personal development. Consequently, individuals have shown an increased focus on their personality and a growing interest in self-development as a driving force for societal progress. However, a contrasting negative trend has also emerged, where individuals, in their pursuit of self-development, engage in activities aligned with their preferences but lack the necessary attributes for achieving success in these endeavors. This discrepancy may lead to adverse consequences for both themselves and others.

Nevertheless, it remains of utmost importance to select an effective self-development strategy and consider all pertinent factors that contribute to personal growth. In this context, individuals should not only identify their objectives but also formulate a plan for achieving them, comprehend the necessary trade-offs they are prepared to make, and establish a pathway for continuous improvement. Thus, the psychological dimension of self-development emerges as a crucial aspect warranting further investigation.

The primary objective of this paper is to explore the psychology of self-development concerning strategies and factors promoting effective personal growth. This aim arises from the recognition that without engaging in self-development, individuals may encounter challenges in attaining their goals, as they lack the knowledge and means to enhance their accomplishments. Consequently, self-development assumes the role of a psychological phenomenon, wherein individuals must select appropriate strategies and consider all factors conducive to positive growth following the stated goal.

In alignment with the study's purpose, the following objectives have been identified:

- To elucidate the essence of the concept of "self-development."
- To characterize the various forms of self-development in individuals.
- To provide a comprehensive description of self-development strategies.
- To conduct an in-depth analysis of the factors contributing to effective personal growth.

LITERATURE REVIEW

The topic of self-development psychology concerning strategies and factors of effective personal growth has been explored by several domestic scholars. Notably, researchers such as N. Andreyeva (Andreyeva,

2016), Zh. Bohdan (Bohdan, 2020), Z. Onipko (Onipko, 2021), O. Polishchuk (Polishchuk, 2016), and O. Fedan (Fedan, 2021) have made significant contributions in this area. According to their findings, human self-development entails a process of self-improvement, wherein individuals endeavor to maximize their self-realization and understanding of their spiritual world. Additionally, these scholars argue that crises act as catalysts, stimulating personal growth and propelling individuals forward.

Z. Onipko, in her article titled "Features of Psychological Barriers to Student Self-Development," emphasizes that the process of self-development facilitates a deeper self-awareness and a sense of purpose in an individual's existence (Onipko, 2021, 4). Concurrently, self-development assumes the role of a life strategy for individuals seeking continuous improvement and enhanced performance in their endeavors. The researcher contends that self-development serves as a prudent approach to resolving existing problems effectively. For instance, an individual who possesses spiritual harmony and a clear sense of purpose can adeptly address complex challenges without resorting to hasty and erroneous solutions.

In her article titled "Theoretical Approaches to the Problem of Personal Self-Development," O. Fedan asserts that adverse factors influencing negative processes in personal self-development primarily stem from external sources (Fedan, 2021, 15). Her work extensively examines the significance of proper upbringing as a determinant in formulating an optimal strategy for human self-development. According to Fedan, a notable issue with upbringing lies in parents teaching children, from an early age, to adopt a selfish and detached attitude towards others. For instance, children might be discouraged from sharing with others by attributing such acts as another child's concern or being advised against befriending someone displaying undesirable habits. Consequently, this fosters a discrepancy between the child's real and ideal worlds, leading to a lack of motivation for self-development or potential regression.

Therefore, it can be asserted that this topic remains relatively underexplored, primarily being investigated from the standpoint of self-development factors and motivators. In contrast, the investigation into strategies and determinants of effective self-development has received only limited attention. This situation highlights the necessity for a more comprehensive and in-depth examination of this subject.

MATERIALS AND METHODS

The study employed several research methods, including description, analysis and synthesis, comparison, generalization, and modeling. The method of description was utilized to expound upon the essence of the concept of "self-development." Through the method of analysis and synthesis, the study characterized both positive and negative factors influencing self-development. The method of comparison facilitated a comprehensive evaluation of various self-development strategies. Meanwhile, the method of generalization served to synthesize and present the overall findings of the study.

Furthermore, the modeling method was instrumental in providing a detailed examination of self-development strategies. For each strategy, a model was developed, encompassing its characteristic age group, underlying principles, reasons for selection by that particular category of individuals, and its tangible outcomes. This modeling approach facilitates the optimal selection of a suitable personal self-development strategy.

RESULTS

The issue of self-development holds significant relevance in contemporary times, as individuals strive to optimize their potential and achieve their goals expeditiously. For many, self-development entails a profound introspection into one's identity, an analysis of personal capabilities and talents, and the pursuit of spiritual harmony. The search for hidden potential in oneself stimulates people to personal growth. He becomes an internally oriented motivator, "pushing" people forward in their development. Here we can say that this internal potential "does not allow" people to remain at the same level of development, but encourages improvement. Engaging in self-development leads individuals to remain abreast of the latest trends, as they discern what is contemporary and captivating while discerning what is obsolete and unworthy of attention. In practice, this manifests itself in such a negative phenomenon as laziness. Analyzing environmental phenomena, people clearly distinguish those things that contribute to their growth and those that hinder it or do not affect it at all. In order not to waste energy on "unnecessary movements", the psyche of people begins to sabotage active activity, generating apathy towards what does not contribute to its development. This mechanism is not realized by people, but this does not diminish its importance.

Therefore, understanding one's own needs and awareness of the body's psychophysiological reactions is an important element of self-development. Its relevance is based on not "struggling" with one's mental manifestations, which people, due to their ignorance, consider negative. Additionally, the prominence of self-development can be attributed to the widespread adoption of self-development practices, with influential figures and personal growth coaches guiding individuals on how to discover themselves and maximize their potential. Thus, self-development has become a prevailing phenomenon, entailing a dynamic collaboration between individuals and experts, fostering personal harmony (Ghielen, van Woerkom, & Meyers, 2018, 580).

Despite the relevance of the issue of self-development, a singular and universally accepted definition of this concept remains elusive. This lack of unanimity is primarily attributable to the expansive nature of this phenomenon and the varying attempts made by different specialists to imbue the term with its distinct meanings. In general, several interpretations of the concept of self-development can be discerned: firstly, as "a process during which an individual undergoes inner transformations, marked by a clear awareness of life goals and the integration of personal experiences with firm convictions"; secondly, as "a process of life activity wherein an individual realizes personal changes"; and thirdly, as "a life strategy where an individual endeavors to ascertain the optimal means of fulfilling ambitions within the confines of available opportunities." Of these interpretations, the latter one most closely aligns with the concept at hand (Bohdan, 2020, 10).

It is imperative to highlight that self-development represents the pinnacle of human growth, enabling individuals to attain complete control over their lives. It transcends the mere development of specific skills; rather, it involves honing the particular abilities that yield the desired outcomes. During the process of self-development, individuals first tend to their own needs before considering the needs of others. This holds particular significance for individuals who habitually prioritize aiding others while relegating their interests to a secondary status. Consequently, this predisposition leads to the squandering of valuable time and hinders the realization of personal aspirations (Madin, 2022, 21).

In essence, self-development can be understood as a deliberate mechanism through which an individual endeavors to identify the most optimal means of actualizing their aspirations, while simultaneously undergoing internal transformations, culminating in a sense of personal renewal. Purposeful self-development strategies facilitate profound changes in a person's actions and perception of the world, enhancing the ability to effectively respond to contemporary challenges and address problems while improving self-assessment capabilities. A notable advantage of self-development lies in the cultivation of a distinct worldview, wherein difficulties are perceived not as insurmountable obstacles to desired achievements but rather as prospects for new opportunities and avenues to fulfill dreams.

Human self-development is grounded in the intentional efforts of an individual directed toward personal growth and fulfillment. This entails a clear understanding of one's desires and objectives, coupled with the conscious endeavor to transform one's mindset and refine personal attributes to align with the qualities of someone who has achieved those desired goals. The intensity of self-development may vary across different stages of a person's life, contingent upon specific life circumstances. For instance, during youth, individuals may invest more time and effort in self-development as they strive to attain their aspirations. Conversely, in old age, some individuals may devote less attention to self-development, having already achieved their desired outcomes. However, variations in engagement with self-development are contingent upon individual preferences. Some individuals may embark on self-development later in life if they realize that they have not yet fulfilled all their life ambitions (Andreyeva, 2016, 28).

Thus, we can say that self-development is an integral part of an individual's life. It lasts throughout life, changing its intensity, and adapting to the physiological characteristics of everyone. However, it does not leave a person in his desire for improvement. This is a kind of engine that provokes the achievement of new goals, the transition to a qualitatively new level, without sparing the physical condition of the individual. He uses physical capabilities for his purposes, emphasizing at the same time his importance. And here we can talk about a hierarchy, where self-development is at the highest level.

When considering self-development as a psychological construct, the fundamental mechanism underlying this phenomenon is reflection. Reflection encompasses specific memories or experiences that profoundly impact an individual's actions and life trajectory (Jackson, 2020, 12). The elements of reflection that exert influence on an individual's self-development are self-control and self-belief. Self-control involves adhering to certain self-imposed standards, enabling the attainment of desired outcomes. Meanwhile, self-belief constitutes an internal impetus that fosters a profound realization of one's desires

and the conviction of their achievability. Additionally, some individuals also identify self-directives, which are self-instructions aimed at initiating actions to effect change in reality. Considering these elements, reflection significantly influences the emergence of a person's desire to achieve desired results by transforming their inner world (Madin, 2015, 100).

At the current stage, it is customary to classify personal self-development into three distinct forms, as illustrated in Figure 1.

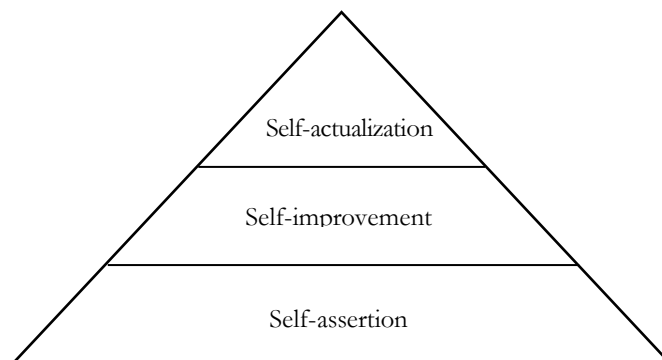


Figure 1. Forms of personal self-development

Self-assertion represents the primary form of self-development. Its essence lies in an individual's recognition of their unique identity and the subsequent realization of their current state and envisioned self. During this stage, receiving feedback from others becomes crucial as they assess the person's accomplishments. It is noteworthy that self-assertion can manifest not only through existing skills and attained successes but also through social status, income level, and place of residence. Consequently, self-assertion may not always align with a person's actual capabilities and expectations. Hence, self-assertion is positioned at the lowest level within this model (Vasylieva, 2021, 62).

The intermediate stage in this model is self-improvement, wherein individuals proactively undertake measures to achieve their maximum envisioned outcome. Consequently, they establish their desired objectives and devise a calculated plan of action to attain them. For instance, if an individual aims to excel in a sports competition, they must construct a personalized strategy for success. Engaging in self-improvement entails various steps, such as physical training, studying the competition program, viewing relevant films, and reading literature on the subject matter. In essence, self-improvement constitutes a sequential phase, signifying readiness for change, although it does not yet fully indicate complete self-development (Klochko, 2020, 76).

Self-actualization represents the pinnacle of the pyramid. It encompasses the exploration of one's inherent potential and the formulation of plans for the immediate future. At this stage, individuals take deliberate steps towards achieving success, possessing a clear understanding of their capabilities and limitations. By confronting challenges and obstacles, they identify areas that require improvement to realize their desired outcomes. Moreover, a definitive realization of their desired self emerges, prompting the development of a strategy to attain the envisioned goals. Each step entails a comprehensive description of the desired state, the necessary actions to be undertaken, and the timeframe for achieving each stage. Consequently, in the pursuit of self-development, individuals meticulously outline their aspirations, identify necessary changes, and prescribe specific actions to be taken in various situations (Oliyuk, 2020, 235).

It is noteworthy that personal growth transpires through the adoption of three prevalent strategies: imitation, "twist of fate," and purposeful movement towards the desired objectives. These strategies are depicted in Figure 2.

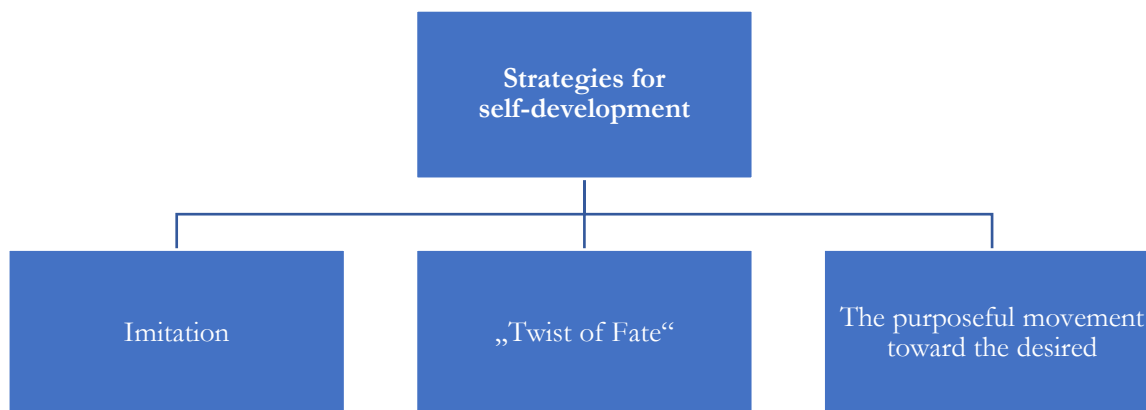


Figure 2. Strategies for individual self-development

The imitation strategy entails self-development through emulating the actions of others. This approach is characteristic of individuals who are greatly influenced by societal opinions and strive to conform to societal norms. Consequently, these individuals may find themselves at odds with their inherent interests, as they adopt values that may not fully resonate with their personal beliefs. Despite potential differences in values, individuals still adhere to these adopted societal norms out of necessity or perceived societal expectations.

This strategy is predominantly observed among young individuals who possess certain idols and seek to emulate them. Often, these role models are bloggers or popular singers whom young people look up to and attempt to mirror in their life principles. For instance, if an opinion leader advocates that success can be achieved by abandoning work or studies in favor of engaging in spiritual practices, involving self-development in magical or religious spheres, young people may indeed forego self-development in their respective fields and opt for spiritual pursuits. At times, these young individuals may not fully comprehend the essence or significance of these practices, but since they have become trendy, they may embrace them as a means of aligning with modern trends and demonstrating their openness to exploring something new. As a result, this trend represents an opportunity for them to express their dedication to contemporary trends and showcase their willingness to pursue individual development (Kuzikova, 2020, 34).

The "twist of fate" represents a self-development strategy typically observed among individuals in adulthood. This phenomenon is often prevalent among those who have experienced unfulfillment or struggled to find their purpose in life. A distinctive characteristic of this strategy is that an individual embarks on the path of self-improvement only when specific circumstances befall them, often serving as obstacles to success or disrupting their accustomed way of living. Common triggers for the adoption of this strategy include job loss, the cessation of a source of income, the loss of a loved one, expulsion from the university, missed lucrative opportunities, divorce from a significant other, or problems in personal relationships. These events compel individuals to contemplate whether they are living a purposeful life and if they need to effect changes. Prolonged illness or receiving a serious diagnosis can also serve as a catalyst, leading individuals to realize the finite nature of life and motivating them to make the most of their remaining time.

The "twist of fate" strategy commences when an individual encounters the necessity to effect a drastic life change. Sometimes, circumstances leave a person with no alternative but to pursue an endeavor that initially serves as a means of generating income, but unexpectedly transforms into a lucrative venture. For instance, following a divorce, a woman may find herself in urgent need of financial stability, compelling her to monetize her hobby, such as baking, to earn a living. As time progresses, this pursuit may lead her to become a successful pastry chef, ultimately establishing multiple pastry shops in the city. However, it is essential to acknowledge that her achievement is also a result of self-development in this domain. This encompasses in-depth study of relevant literature, participation in culinary courses and master classes, and dedicated practice to create unique confectionery items. The transformative events in her life not only drove her to pursue this business opportunity but also fueled her self-development, contributing significantly to her accomplishments in this field.

It is pertinent to acknowledge that the "twist of fate" strategy proves to be successful only when an individual perceives opportunities within existing obstacles. If a person faces difficulties but fails to

actively address and resolve them, thereby exacerbating their problems, this strategy results in a lack of self-development, leading to an accumulation of further challenges. As a consequence, the individual becomes increasingly enmeshed in resolving these accumulating problems, consequently forfeiting valuable time for personal growth. The eventual outcome is a state of stagnation or regression, wherein the individual's capacity for self-development diminishes (Nissilä, Karjalainen, & Koukkari, 2022, 970).

Moreover, this strategy is inherently characteristic of spiritually resilient individuals who grasp the urgency of taking immediate action, recognizing that failing to seize the opportunity will likely lead to further complications in the future. In this context, self-development initially pursues the objective of achieving an intermediate outcome. Only when an individual comprehends their potential for success, do they embark on an earnest and purposeful journey of enhancing their spiritual realm and knowledge to attain the desired outcome? At this juncture, a well-defined strategy for subsequent actions is already in place (Zaretska, 2021, 184).

A purposeful movement towards the desired is predominantly observed among mature individuals or those who have already identified their aspirations during their youth. For young people, this strategy is often adopted when they emulate the success of their family members or idols, aiming to achieve rapid success and meet their material needs within a relatively short timeframe. Characterized by deliberate decision-making regarding their future life path, individuals choosing this strategy are prepared to commit all available resources and exert the utmost effort. To attain this strategy, considerable dedication is required, including active promotion of one's ideas and the search for like-minded individuals. Importantly, the selection of this path is made consciously, with the individual establishing micro-goals in advance while progressing toward the overarching goal. Ultimately, at the culmination of this self-development process, the person gains a profound understanding of the mission they are prepared to fulfill (Manojkumar, 2022, 1563-1572).

It is important to note that this strategy is predominantly observed among individuals aged 30 to 40 years. This age group possesses substantial life experience and accumulated knowledge, making self-development an opportunity to highlight existing achievements. Society generally regards this strategy as appropriate and advantageous, as individuals in this age range are considered to have a clear sense of their aspirations and are actively taking the necessary steps to attain success. Nevertheless, it is intriguing to observe that the same strategy is often viewed negatively by society when adopted by older individuals, as if an elderly person is perceived to have already accomplished everything and, therefore, does not require further self-development (Meyers, 2019, 117).

It is crucial to possess a comprehensive understanding of how to navigate and respond when the original plan encounters obstacles. In essence, a well-thought-out contingency strategy should always be in place in case of setbacks. This aspect becomes particularly relevant during the initial stages of a venture, where any failure might be keenly felt. In such instances, having a backup plan becomes vital, preventing thoughts of retreat from the original objectives. Instead, the individual must acknowledge that setbacks are a natural part of the process. For instance, if the initial plan was to win a specific competition, but it proves unsuccessful, the individual should contemplate alternative strategies to achieve victory in a competition of a similar level and explore various courses of action (Mosiichuk, 2023, 15).

The efficacy of an individual's personal growth and development directly hinges upon their ability to surmount psychological barriers that accompany educational and professional endeavors. Consequently, we can delineate the most significant psychological barriers that impede self-knowledge and, consequently, self-development:

- 1) Lack of internal motivation for self-knowledge and self-development, leading to an unwillingness to engage in self-education. As a result, individuals may struggle to adequately comprehend their selves consciously, instead making haphazard and unsystematic attempts to understand themselves and find their place in society.
- 2) Refusal of self-knowledge due to internal fears of discovering unpleasant or even distressing character traits, destructive impulses, and desires within themselves. This unwillingness to embark on self-improvement and self-work may arise from apprehension of confronting unpleasant realities.
- 3) Inability of a person to take responsibility as the subject of their self-development, deflecting blame for their failures onto others, while attributing their successes solely to external factors. This may result from an individual's tendency to perceive obstacles as caused by circumstances or other individuals, rather than acknowledging their shortcomings or limitations in physical and mental resources. This uncritical approach and dependence in decision-making may stem from

transitioning to a new environment, where individuals are accustomed to being constantly under control. In pursuit of enhancing their status within a group, some individuals may display risky and audacious behaviors (Onipko, 2021, 11).

- 4) Insufficient availability of effective methods and techniques for self-knowledge and self-development can result in overestimated self-esteem for some individuals and low self-esteem for others. Consequently, people may either strive to assert themselves among others or passively conform to the interests and needs of those around them. A lack of understanding of one's own needs, absence of self-respect, or excessive pride can lead to the adoption of destructive and socially unacceptable methods for self-assertion and self-realization, fostering negative attitudes towards oneself and others.
- 5) Setting inappropriate life goals can lead to the definition of unconstructive objectives and motives for learning. This may include selecting a profession without considering individual psychological characteristics and psychophysiological qualities, making situational choices regarding a university, experiencing dissatisfaction with educational training, encountering disparities between theory and practice, facing challenges in obtaining necessary information during the learning process, becoming closed-off to new knowledge due to antipathy towards the chosen profession, and experiencing dissatisfaction with one's current position and profession.
- 6) Negative previous experiences can instill a fear of failure when engaging in new or complex activities. The individual may develop the perception that any changes pose a danger to their psychological well-being, leading them to reject innovations and transformations.
- 7) Temporary or long-term deterioration or inhibition of mental processes can arise due to various circumstances.
- 8) Underdevelopment of essential mechanisms of self-development, such as identification, reflection, self-acceptance, and self-prediction, can hinder an individual's ability to create a desired image of their personality and identify true life goals. In instances where a clear representation of the self and goals exists, there is no guarantee that they accurately reflect the individual's profound needs (Fedan, 2021, 15).

Another crucial aspect lies in not only adopting a self-development strategy but also implementing the factors that positively influence effective personal growth. These influential factors are summarized in Table 1.

Table 1. Factors of effective personal growth

No	Factor	The essence of the factor
1	Empathic support	Personal growth is facilitated by the acknowledgment and comprehension of others. The recognition that one is not alone in their endeavors empowers individuals to progress further (Kapralova, Shapovalenko, & Bulvinska, 2022, 65).
2	Proper upbringing	Self-development becomes feasible when parents elucidate the distinction between the ideal and the real world to an individual from an early age. This fosters the cultivation of a sense of individuality, competitiveness, responsibility, and purposefulness (Paranthaman, 2020, 8).
3	A clear understanding of the personal goal	When an individual possesses a clear understanding of their life's purpose and can envision the future, it fosters continuous personal growth and the formulation of a distinct and individualized development strategy (Vasciuc, 2020, 145).
4	Developed self-organization	Self-organization refers to the process by which an individual transcends the disparity between their existing capabilities and their aspirations while maintaining self-discipline to achieve desired outcomes (The Importance of a Personal Development Plan).
5	Interpersonal interaction	Self-development is contingent upon the active collaboration of an individual with those who provide support or have traversed a similar path, as they can serve as indispensable partners (Spry, 2014, 43).
6	Striving for self-realization	Self-development is unattainable without a proactive endeavor to express one's individuality and actualize one's potential (Thesis, 2023, 23).
7	Creative approach	At the present stage, it is challenging to conceive of self-development without the capacity to creatively reflect upon one's accomplishments (Timasheva, 2018, 5).

In other words, it can be argued that strategies and factors of personal growth are individual processes, and each person has their own. Thus, a certain strategy may be positive for some individuals while leading to failure for others. It is important to note that such strategies and factors are not always oriented toward positive self-development. For instance, individuals may employ self-development to the detriment of others and for personal gain. For example, a thief may engage in self-development to continuously refine their skills in stealing wallets without being detected. While this may be considered self-development, it is harmful to civil society. In such cases, one can only speak of regression, as the person's development leads to degradation and the acquisition of undesirable skills. Genuine self-development, however, is considered a positive phenomenon, where all changes in an individual's personality are directed toward improving aspects that will not harm others (Polishchuk, 2016, 70).

If we examine this negative aspect of self-development, it is conceivable that it might arise when there were insufficient factors contributing to effective personal growth or when negative influences predominated. Furthermore, it could occur if the strategy of "twist of fate" was unsuccessfully implemented and instead caused emotional distress to the individual. Hence, the importance of self-development as a relevant issue becomes evident.

DISCUSSION

Thus, the exploration of the psychological foundation of personal self-development concerning strategies and factors of effective personal growth presents a challenging aspect. On one hand, self-development encompasses any self-improvement endeavor taken by an individual, driven by their aspiration for progress. On the other hand, it is crucial to acknowledge that self-development can only be considered positive when it leads to advancement, while negative self-development results in regression. Moreover, determining the most optimal strategy is complex. For instance, purposeful movement toward desired goals may be seen as highly effective, as an individual consciously charts their path and takes calculated steps for improvement. However, it is plausible that strategies involving imitation or "twists of fate" could yield superior outcomes for some individuals, as they are compelled or influenced by external factors, providing less time for self-improvement and potentially leading to more productive actions. As a result, this subject demands thorough investigation.

CONCLUSION

Hence, the objective of this study was to investigate the psychology of self-development concerning strategies and factors of effective personal growth. The research aimed to explore aspects related to personal self-development and the specificities involved in selecting suitable strategies for individual growth.

The present study aims to define the essence of the concept of "self-development." As there is currently no universally accepted definition of this concept, the primary interpretation focuses on self-development as a life strategy wherein an individual strives to achieve their ambitions based on available opportunities. In summary, self-development involves the continuous pursuit of better results and personal growth to attain desired outcomes.

Additionally, this article characterizes three forms of self-development, namely self-actualization, self-improvement, and self-assertion. During self-assertion, individuals become aware of their identities and endeavor to showcase their capabilities to the fullest extent. Self-improvement focuses on acquiring the necessary skills and abilities to pursue one's goals effectively. Self-actualization, on the other hand, entails the realization of one's life purpose and the determination of the most appropriate steps to achieve this purpose.

The paper presents an analysis of self-development strategies. These strategies encompass imitation, "twist of fate," and purposeful movement towards the desired. Imitation involves personal development influenced by others or idols, leading to the adoption of a chosen life path. "Twist of fate" refers to self-development arising from adverse circumstances, where individuals turn failures into opportunities for improvement. The purposeful movement towards the desired entails a conscious self-development strategy pursued by individuals to achieve specific objectives.

Furthermore, the study delves into the factors of effective personal growth. These factors encompass empathic support, proper upbringing, clear goal awareness, developed self-organization, interpersonal interaction, the desire for self-realization, and creativity. Each of these factors positively contributes to an individual's personal growth.

REFERENCES

- Andreyeva, N. (2016). *Psychology of personality self-development*. Kyiv: Institute of Psychology named after H. S. Kostyuk of the National Academy of Sciences of Ukraine, 284.
- Bohdan, Zh. (2020). Analysis of the concept of "self-development" in the historical and philosophical context. *Pedagogy and psychology of management of social systems*, 3, 8-15.
- Fedan, O. (2021). Theoretical approaches to the problem of personality self-development. *Bulletin of the National Academy of Sciences of Ukraine*, 2, 14-27.
- Ghielen, S., van Woerkom, M., & Meyers, M. (2018). Promoting positive outcomes through strength interventions: A literature review. *The Journal of Positive Psychology*, 13, 573-585.
- Jackson, N. (2020). The Role of Personal Developing Planning (PDP). *Learning to be a Self-Regulating Professional*, 1, 1-15.
- Kapralova, I., Shapovalenko, N., & Bulvinska, O. (2022). Motivation for professional self-development of teachers of higher education institutions. *Continuing Professional Education: Theory and Practice*, (3), 62-69.
- Klochko, A. (2020). Peculiarities of self-development of managers of educational organizations and its connection with traditional and innovative management styles. *Organizational psychology. Economic psychology*, 1, 72-80.
- Kuzikova, S. (2020). *Psychological foundations of becoming a subject of self-development in youth: monograph*. Sumy: Publishing House of the State of Sumy, 324.
- Madalin, P. (2015). Self-Awareness and Personal Growth: Theory and Application of Bloom's Taxonomy. *Eurasian Journal of Educational Research*, 60, 89-110.
- Madin, Z. (2022). Stimulating the Professional and Personal Self-Development of Future Teachers in the Context of Value-Semantic Orientation. *Education Research International*, 1, 12-27.
- Manojkumar, A. (2022). A Study on Self-Development Practices during Covid-19. *East Asian Journal of Multidisciplinary Research (EAJMR)*, 1, 1563-1572.
- Meyers, M. (2019). Strengthening personal growth: The effects of a strengths intervention on personal growth initiative. *Journal of Occupational and Organizational Psychology*, 92, 98-121.
- Mosiichuk, V. (2023). Self-Realization & Self-Development: Conceptualization of the Conscious Choice and the Unconscious Position of the Subject. *Deva Clinique*, 1, 13-25.
- Nissilä, S., Karjalainen, A., & Koukkari, M. (2022). It is the shared aims, trust, and compassion that allow people to prosper: Teacher educators' lifelong learning in competency-based education. *European Journal of Educational Research*, 11 (2), 965-980.
- Oliynyk, I. (2020). Self-management as a technology of professional self-development and formation of research competence in future doctors of philosophy. *Bulletin of Alfred Nobel University*, 2, 231-240.
- Onipko, Z. (2021). Peculiarities of psychological barriers to self-development of a student's personality. *Personality psychology*, 1, 1-14.
- Paranthaman, A. (2020). Self-education as a of condition professional and personal development. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*, 11, 1-9.
- Polishchuk, O. (2016). Resources for personal self-development. *Psychology of personality self-development: collection of scientific works*, 1, 64-82.
- Spry, N. (2014). How a personal development program enhances social connection and mobilises women in the community. *Australian Journal of Adult Learning*, 54, 32-53.
- The Importance of a Personal Development Plan*. <https://engineering-jobs.theiet.org/article/the-importance-of-a-personal-development-plan>
- Thesis, M. (2023). *Listening to the «Self» in Leader Self-development*. Linnaeus: Linnaeus University, 80.
- Timasheva, L. (2018). Personal Growth Projects as a Means of Self-Development in Youth. *SHS*, 50, 1-6.
- Vasciuc, C. (2020) Reflection on Personal Development, Facts and Rules to Be Applied in The Management of Companies. *Holistica Journal of Business and Public Administration*, 11(2), 140-150.
- Vasylieva, G. (2021). Stages and forms of personality self-development. *Habitus - Habitus*, 31, 61-65.
- Zaretska, O. (2021). Strategies of self-realization in adulthood. *Innovative transformations in modern education: challenges, realities, strategies*, 1, 183-185.