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Strategic Guidelines to Strengthen Management of Human Capital in the IPASME - San Juan de los Morros, Guárico State

## **ABSTRACT**

Organizations are evolving vertiginously, generating significant managerial changes and health institutions do not escape this reality, therefore they must adapt to new visions in order to improve their service. Therefore, the general objective of this study was to propose strategic guidelines to strengthen the human capital management of IPASME - San Juan de los Morros, Guárico State. In this sense, the research process was undertaken framing itself in the positivist paradigm, of a descriptive type, based on a field research, under the modality of a feasible project, in which a questionnaire of closed questions was applied, to a sample of ten (10) information units, made up of the total number of employees who hold managerial positions in the institution. The data collected was analyzed by means of descriptive statistics, in terms of absolute and relative frequency of occurrence of the phenomena, generating as results the peculiarity that the management of human resources remains unrestrictedly subject to the general management of the organization. even giving it its own functions such as human capital; Likewise, weaknesses were observed in performance, job satisfaction, and low levels of effectiveness of the human capital that provides service in the institution. Concluding this, to specify that there is a need to design management lines based on Coaching for the strengthening of the administrative management of the human capital of the IPASME, in order to contribute to the organizational efficiency from a human capital of excellence.

**Descriptors:** Managerial Guidelines, Administrative Management, Coaching.

**Biographical Review**: Research professor at the UNERG Health Sciences Area, with undergraduate studies at UNERG and postgraduate studies at national and international universities. Undergraduate and graduate tutor. Academic Comptroller and currently Head of the Department of Morphological and Physiological Sciences of the Radiodiagnostic Program.