

ABSTRACT

The aim of the diploma thesis is to find out how principals of primary schools use the potential of pedagogical staff in the strategic management of an educational organization, specifically in setting up an inclusive environment in it. For a manager who wants to strategically and efficiently manage both the entire organization and its employees, it is important not to forget that one of the greatest sources of competitiveness and success can be found in its employees. In order to make full use of their potential, he must set optimal conditions for its discovery, development and maintenance. He can then effectively use these human resources in the strategic management of inclusive education, while the most important factors in this process include the director's own approach to inclusive education, the setting of strategy, the development of the competences of pedagogical staff in this area and cooperation with various actors. At the same time, the approach to inclusive education can be supported by strengthening diversity among school employees through the implementation of diversity management.

Quantitative research was carried out using a questionnaire survey among selected primary schools in the Moravian-Silesian Region established by municipalities. Addressed primary school principals were asked mainly about setting up an inclusive environment, developing the competence of pedagogical staff in this area and the use of talent management. An important part of the investigation was also the examination of the relationship between the attitudes of primary school principals themselves towards inclusive education and the above-mentioned aspects.