



**potential is the possibility that lies within. to potentiate is to harness existing potential and achieve maximum returns.**

**at hemas we harness the potential latent within our people, equipping them with the tools to succeed. in turn they potentiate every opportunity available to them at the workplace.**

**This is the mark of a true team.  
This is the formula of our success.**

**potentiate**

verb [ trans. ] technical

increase the power, effect, or likelihood of (something, esp. physiological reaction)

ORIGIN early 19th cent.: from POTENT, on the pattern of *substantiate*.