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STAFF DEVELOPMENT AND ITS IMPORTANCE IN THE SUCCESSFUL BUSINESSES

In the modern business area the competitiveness of the staff acquires great importance. Competitiveness is the result of personnel development that is achieved by means of the continuous process of education, getting new skills and through corresponding working conditions and favorable climate within the team.

HR development is a system of activities aimed at maintaining employees capable of learning, spreading knowledge and advanced experience, training young qualified staff. It also includes the process of top managers' getting aware of importance of HR development and reduction of staff changeover[2].

Employees require time-consuming and financial resources, that is staff is the largest and most important investment of any company.

Staff development is divided into two types: general and professional.

The necessity of professional development is caused by the need to adapt to external changes, new equipment and technologies, strategies and structures and by the objectives of additional activities and skills mastering.

Nowadays according to the results of surveys, more than 85% of managers in Japan put human resources development in the first place among their objectives (in Ukraine, unfortunately, managers pay much less attention to staff development) [1]. This is not surprising, after all, companies that pay great attention to the development of their employees have, totally, twice higher indicators.

Human resources development contributes to:

- disclosure of creativity, increase of intellectual level and enhancing of strategic thinking;
- reduction of staff changeover;
- performance improvement;
- the formation and consolidation of organizational values;
- providing all employees with equal opportunities for career growth.

Foreign experience shows that from 5 to 10% of payroll funds should be spent on staff development [1].

The success of staff development depends on three components: knowledge, opportunities and behavior of employees.

Knowledge is the basis of personnel's abilities development. They are divided into 2 types:

- knowledge needed in the current activities (these are gained through experience);

- general knowledge (these are gained in the process of further education and further professional training).

Opportunities are conditions of knowledge usage, they determine the coefficient of efficiency and implementation. Within their opportunities and on the basis of their own activities employees gain experience.

Without taking into account characteristics of behavior, relations, informal and interpersonal communication, only on the basis of knowledge and opportunities, it's impossible to provide staff development.

Thus, it can be said that the effective management of personnel development is a key component of success of the company as a whole and of each particular employee.

LITERATURE

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