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## **PERSONNEL DEVELOPMENT AND TRAINING IN THE INTERNAL CONSULTING SYSTEM: STRATEGIES AND TOOLS**

In today's business environment, internal consulting plays a significant role in supporting effective enterprise management. To ensure the success of such a system, it is necessary to provide an elevated level of staff qualification and their continuous development. In this article strategies and tools for staff training in the internal consulting system, relevant to the Ukrainian context, will be discussed.

One of the most important aspects of a successful enterprise's activity is the creation of an effective personnel management system. The organization's management activities are always based on the principles, methods and forms of management, which involve influencing human interests through economic, psychological or administrative management [1].

To improve the qualifications of employees, various approaches and methods can be used, including classic training sessions as well as usage of modern technologies. It is important to consider national peculiarities and the specifics of the enterprise.

Today, when organizing the work of enterprise personnel, it is necessary to use online services for working with documents, file sharing, administrative tasks, etc. In the context of personnel's remote work, modern acquisitions of IT technologies provide a large number of tools that will help to effectively organize their work in modern conditions [2].

It should be noted that a key factor in successful learning is the development of a personnel training and certification system that takes into account the needs of the enterprise and the specifics of internal consulting. To achieve this, the following

strategies can be used: internal trainings and seminars: preparation and conducting of training events for personnel within the enterprise, involving external experts; participation in professional communities and networks: promoting the development of professional skills among employees through communication and experience exchange; e-learning: using online courses, webinars, and other interactive learning forms to develop skills and gain new knowledge; coaching and mentoring: creating a support and training system for employees based on interaction with senior colleagues or external experts; career planning and development: supporting employees in identifying and achieving their professional goals, developing individual learning plans.

To implement training strategies, it is necessary to use various tools that allow adapting the learning process to the needs and capabilities of employees. Modern learning tools may include the following components: multimedia technologies: use of video, audio, presentations and other formats to support the learning process; social media: use of social networks and other platforms for communication and knowledge sharing among employees; mobile learning: development and implementation of mobile applications and platforms that allow employees to learn anywhere and anytime; virtual training: creation of a virtual environment for trainings and simulations that provides a realistic experience and involvement of participants; evaluation and tracking of results: using a learning management system (LMS) and learning data analytics to monitor progress and measure employee learning outcomes.

Personnel development and training is a key aspect for the successful functioning of the enterprise in the internal consulting system. The use of effective strategies and training tools adapted to the Ukrainian context helps to improve the qualifications of employees and ensure their continuous professional development.

After the strategies and tools of personnel training in the system of internal consulting has been considered, it is also important to focus on the problems and challenges that the company may face in the process of implementing such training

programs. Some of the possible problems are listed below as well as few recommendations for solving them:

- lack of a strategic approach to personnel training: enterprises must develop a clear training strategy that reflects the business goals and needs of the company. This may include identifying priority skills to be developed and establishing mechanisms for evaluating learning outcomes;

- limited training budget: companies should strive to optimize training costs by using effective and affordable tools, such as online courses, virtual trainings, as well as cooperation with universities and professional associations;

- motivating employees to learn: companies can create an incentive system that takes into account professional growth, bonuses and career development support to encourage employees to actively participate in training programs;

- adaptation to modern technologies: enterprises must constantly monitor new technological trends and introduce them into the educational process in order to ensure the development of relevant skills and knowledge of employees.

Considering the mentioned problems and recommendations, enterprises can achieve effective personnel development in the system of internal consulting. The following steps can help ensure successful employee training and development:

- regular audit of training needs: conducting a systematic analysis of personnel needs for new knowledge and skills, which will allow enterprises to adapt training programs to changes in the business environment;

- providing support and resources for training: management must actively support training initiatives and provide sufficient resources for their implementation, including time, funding and access to specialists;

- a learning culture creation: formation of a positive attitude to learning at the corporate culture level, including mutual assistance, exchange of knowledge and support for professional development;

– evaluation and improvement of training results: implementation of a training results data collecting and analyzing system, which will allow problems identification and making appropriate adjustments to training programs.

In result, following these recommendations, enterprises will be able to ensure the successful personnel development in the system of internal consulting, which will contribute to the improvement of management efficiency and the strategic business goals achievement.

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## **DIRECTIONS OF IMPROVING THE QUALITY OF SERVICES OF TRANSPORT ENTERPRISES**

The modern development of the national economy is characterised by integration processes in the international economic space and the orientation of structural changes in favour of the service sector. In the context of these transformations, the question of the need to improve the quality of services as a key factor in ensuring the competitiveness of