

Technologies for Social Development of Personnel

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The relevance of the social development technologies of the organization's personnel is due to the fact that it improves the performance and motivation of personnel. Thanks to these technologies, the prestige of the organization increases. This work is the study of technologies and programs for social development of personnel in two companies.

Currently, the question of the social development of the personnel of the organization plays a huge role. More and more employers are aware of high importance of the social component of the enterprise.



Public Joint-Stock Company Sberbank of Russia and a foreign company The Coca-Cola Company are good examples of social development of personnel that have achieved tremendous success.

For example: Public Joint-Stock Company Sberbank Russia has evolved a whole system of staff development, but a huge advantage is the development not only of existing workers, but also those who are going to work in this company. The company makes a special focus on the automation of HR processes in order to create convenient services for employees. Formats to facilitate the acquaintance of candidates with Sberbank and his culture:

1. Program of practices and internships for young candidates;
2. Program of paid internships Sberseasons.

In the process of optimization, Sberbank seeks to preserve the best employees, offering them various forms of retraining, including on IT-specialties. For valuable personnel among managers and specialists in Sberbank, there is a relocation program. In Sberbank, special attention is paid to the training and development of personnel, career promotion of employees. To do this, modern tools are used, including Digital with the use of artificial intelligence. Sberbank training system covers both specialists and managers. Full-time and remote training programs, electronic courses have been developed.



Coca-Cola is a unique place where you can start or continue your career. The main task to identify the strengths of the person necessary for the success of the company and create comfortable conditions for its self-realization and development. The company gives each employee a chance to develop and strengthen the professional skills. The Leadership Pipeline model is used to evaluate and develop the managerial composition. It allows you to form effectively an internal personnel reserve, to keep track of talented leaders in time and provide them with the opportunity for further development. The company has Coca-Cola Corporate University, which allows you to satisfy almost all learning needs. The university offers both standard class trainings and remote programs. Since 2004, the best employees of the Coca-Cola system have had unusual business training in Antarctica under the leadership of Robert Zampov well-known to the world.

The social development of the organization's personnel is the formation of social skills, regulation of collective behavior.

Management of social development of personnel is an organized and systematic process carried out by the personnel service with the head of the company. The main tasks are creating and maintaining social development of personnel, healthy and trusting relations within the working group, corporate culture of the organization. The personnel social development program is created to motivate personnel. It's aim is to study the modern needs of the organization's personnel.

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