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INNOVATIVE TECHNOLOGIES IN TRAINING STAFF

Previously, it was believed that with the help of training, a future specialist should acquire theoretical knowledge, the ability to solve problems based on this knowledge and the ability to quickly solve these problems. This approach has justified itself in a static industrial society, but in the modern conditions of the fourth post-industrial digital revolution, the current processes of forming the foundations of a society with innovations, the economy focuses on the development of human capital, turning it into the most important factor of social progress [1, p. 91].

An effective technology for the development of competencies in education is coaching, which helps a person to reveal his personal qualities and achieve the desired results in his personal and professional life. Coaching ensures that a person can do their best, learn and develop the way they want. In this method, there is a coach (trainer) who leads and coordinates the implementation of the coaching program, as well as a person who is offered the opportunity for personal change in order to achieve success.

In this regard, people familiar with the practice of coaching use it to solve various issues, develop the ability to see and use all available opportunities and resources, and even create them, accurately determine, anticipate development trends and find the optimal course of action that allows with minimal efforts to achieve maximum results. They are clearly aimed at achieving a result and striving for success – these are the fundamental principles of coaching – a tool aimed at achieving goals, creating a positive experience and disclosing human capital.

Today, to prove the practical application of the coaching method to the world of theory, the symbol of which is higher education, is an opportunity to unite two worlds that interact with each other. But these two worlds are not always in harmony and interaction.

In fact, coaching is a modern approach to leadership that integrates into the most modern and thriving training systems. In this method, there is a coach (trainer) who leads and coordinates the implementation of the

coaching program, as well as an employee or student who is offered career opportunities and personal changes in order to achieve success.

Note that coaching is a method that resembles the method of Socrates, which he called the "midwifery art", in other words, it is the search for your own answer to the questions asked, and not the acceptance of ready-made answers from other coaches. The coach acts as a "midwife" of new forms of behavior, to which the student comes from a focused dialogue, focused on the corporate culture and politics of each individual organization. Coaching is based on the importance of the role of a coach (coach), on trust and authority between him and the student.

Thus, coaching is not a solution to all problems in the modern educational services market, that is, it would be too loud to state and exaggerate its role, but note that this method is an alternative for many organizations in the education system in solving some problems.

It should be noted that the international community is increasingly beginning to move to the development of human capital, as a driving force in the implementation of innovations, more and more organizations' attention is directed to increasing the level of human capital through various instruments of influence.

One of these tools is coaching, since it is he who has a direct impact on the development of professional and qualification qualities (competencies) of an employee [2, p. 12].

An important characteristic of coaching is its practical use to solve existing problems and improve the general level of qualifications of specialists [9, p. 201]. Innovation is impossible without the development of human capital, and development is impossible without the exchange of knowledge between people, therefore, coaching today is a very relevant tool for organizations and will be so in the future.

Література

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