

## ENCOURAGING THE PROFESSIONAL GROWTH OF EMPLOYEES

*Розглянуто роль сприяння професійному росту співробітників на підприємстві та зроблено особливий акцент на значущому впливі володіння англійською мовою. Наведено переконливі аргументи на користь стратегічної важливості сприяння професійному росту.*

**Ключові слова:** *заохочення, система мотивації та стимулювання праці, професійного зростання працівників.*

*The role of promoting the professional growth of employees at the enterprise is considered, and a special emphasis is placed on the significant impact of English language proficiency. Convincing arguments are presented in favour of the strategic importance of promoting professional growth.*

**Key words:** *encouraging, the system of motivation and labour stimulation, professional growth of employees.*

In the modern world of business, where everything is constantly changing and competition is always at its height, it is important to focus on the fact that employees constantly develop professionally. The ability to maintain and improve the skills of the workforce becomes a major advantage for enterprises that strive not only for success but also for stability.

Encouraging the professional growth of employees is a targeted and systematic influence on employees with the help of professional training during their working life activities in the organization to achieve high production efficiency or services provided, increasing the competitiveness of personnel on the labour market, ensuring that employees perform new, more complex tasks based on the maximum possible use of their abilities and potential [1].

Professional development, considered not just as an investment in human capital, but as a strategic step towards excellence, plays an important role in various sectors of the economy.

Managers, taking into account the observation of employees and their development, establish specific training goals. These goals may include the development of professional skills, the formation of a certain type of thinking and behaviour, as well as the acquisition of additional knowledge. Professional training may involve new employees to speed up their adaptation or existing employees facing new responsibilities that require upskilling [3].

Continuous improvement of employees is a key factor for improving the quality of products and services at the enterprise. It is a continuous process that contributes to the efficiency of the work process. As a result, the quality improves, and the company gets a positive reputation, which leads to the strengthening of trust on the part of customers.

Thanks to the constant growth of the competence of employees, clients can expect a high level of professionalism and quality in the provision of products or services. This, in turn, increases customer satisfaction and creates a positive impression of the company. This approach also allows the company to retain and attract new customers, because trust in the quality of products or services is a key factor in a competitive business environment. In addition, the formation of a highly qualified workforce opens exciting new avenues for the organizational development of employees. Investing in professional growth is similar to sowing innovation in organizational culture. Businesses that prioritize continuous learning and development foster a spirit of creativity and adaptability among their employees. In the era of rapid technological progress, being ahead of the curve is not just an advantage, but also a necessity. The acquisition of advanced skills and knowledge ensures that the company remains not only relevant but also positioned as a leader in the industry [2].

The drive for improvement is constantly pushing boundaries, especially in a global economy where English is becoming a critical factor for international success. Language competence becomes necessary not only for effective mutual understanding but also for successfully negotiating and building relationships with partners, clients and stakeholders in different linguistic and cultural contexts.

In the light of globalization and interaction between different cultures, languages become not only a tool for effective communication, but also a means of building trust and understanding between parties. The ability of employees to confidently speak English provides a competitive advantage and contributes to the expansion of business and development in the conditions of international competition [3].

This approach opens up new opportunities for business development and positively affects its status in the global business environment.

In addition, in a world where collaboration knows no borders, knowledge of the English language is becoming a unifying force in international companies. The ability to articulate ideas, share ideas, and collaborate seamlessly contributes to workforce efficiency and productivity, creating a cohesive and effective work environment [1].

The strategic importance of promoting English language proficiency becomes even more pronounced when we consider the access it provides to a large number of global resources. English-speaking employees can navigate and utilize resources while staying abreast of the latest trends, research findings, and technological advances. This not only ensures the competitiveness of the enterprise but also positions it as a thought leader in its field. In the pursuit of global competitiveness, organizations must recognize knowledge of the English language as an integral part of their professional growth strategy. The ability to communicate, innovate and stay abreast of global events depends on commitment to both professional development and language acquisition. Because businesses take a holistic approach, they arm their workforce with the tools not only to thrive in the present but also to shape the future [2].

In summary, strategically promoting the professional growth of employees transcends time, language, and market dynamics. It is a multi-faceted approach that combines skills, knowledge and language skills development to create a workforce ready to meet the challenges and seize the opportunities of a rapidly evolving global business environment. As businesses invest in the continuous development of their human capital, they lay the foundation for sustainable success, innovation and leadership in the competitive environment of the 21st century.

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