

THE POWER OF KNOWLEDGE AND LEARNING**Dragana Jovanović Kuprešanin**

Faculty of Business Studies and Law, Belgrade, Serbia, dragana.kupresanin@hotmail.com,

Gabrijela Lilić

Faculty of Business Studies and Law, Belgrade, Serbia, gabilili.bagilili@gmail.com

Abstract: More or less, we are all aware that in today's society we can never be overeducated and we need continually to seek knowledge through Internet, books, seminars and many other forms or resources of learning. Seeking opportunities for learning and growth we will be better prepared to compete for new employment positions and we will certainly be more competitive on the labor market. In some jobs we need to educate our hands but in many more, we need to educate our mind. Good thing about learning is that when we learn something, it's ours forever. Each and every useful information give us power to satisfy our customers' needs and to get higher position in our company. Human Resource Management presents some kind of strategic approach. It deals with policies and certain established rules by higher management but it also plays very important role in staff organization. Teaching and training of employees are 'the must have' tools. Teachers and trainers engaged with Human Resource need special skills, they need to be very well trained and informed, also well educated and capable to cover many different subjects related to modern technology, business relations, communication skills, marketing, management and many more. Probably one of the most popular training program is involved with Neuro-Linguistic Programming, which includes wide range of skills like transferable and soft skills, rapport and assertiveness, it helps employees to set their goals related to their private life as well as their career path. Trainers and teachers of the future will need to focus more on skills and not tests. Leadership, organization, good presentation, writing and public speaking, team and time management conflict resolution, social media are also very important. In this survey we tried to research the need for lifelong learning between employees who are employed in different fields, from those in state companies and those employed with private sector to those who are entrepreneurs or self-employed. We asked them how often do they need some special training and do they only attend seminars and workshops or trainings organized by their company, or they are self-motivated for more knowledge related to their occupational fields and private life experience. We tried to explain terms such as NLP, transferable skills, soft skills, rapport, facial expressions and other similar things. Participants answered about the most frequent trainings that they attend and what are the benefits of it. Learning but also teaching for life is what we all need and what will make us to go further in reaching higher goals and prosperity. Moving forward we will be better employees and better persons to those in our environment, we will establish strong position in any field. So gain knowledge, read and learn a lot, attend seminars and trainings, attend new classes, get important certifications and increase the power of your knowledge forever.

Keywords: knowledge, learning, teaching, NLP transferable and soft skills

1. INTRODUCTION

Education is a process of learning and changing our minds. It goes in the desired direction by adopting various contents and it usually depends on the age and needs of the individual. By educating ourselves we expect to be more self-assured and self-content [1]. Our mind is a set of memory, language, perception, thinking, judgment which refers to our cognitive abilities. The process of learning new things can develop our minds as we wish and we are willing to learn. In today's society people are more or less aware of fact that if we are not prepared for long life learning we risk to be lost in modern age, where everything is in up-to-date process and each and every day that we lose by not learning, represents irreparable damage for us. Many employers nowadays will challenge you to develop your skills, grow and to be the best version of yourself.[2]. Human Resource is a complicated field. Many people may think it is simply about the management of people in an organization or different organizational environment and this somehow could be true but HR industry is also related to other complex fields such as accounting and payroll, learning and development, recruiting, labor and employees relations, staffing[3]. Neuro-Linguistic Programming(NLP)- Neuro is connected with neurology, linguistic refers to language, programming refers to how that language functions[4]. NLP is a modern way of thinking about ideas and people, it presents the way in which some people reach success and then they teach others these forms. Besides NLP, transferable skills are

also related to social and professional life. Employers look for a workforce that can demonstrate a good set of these skills. Most people change their career often and they transfer their skills from one job to another. Team work, leadership, listening, writing and communicative skills, personal motivation, organization and time management, research and analytical skills, personal development, skills related to information technology, all those skills and many more we can transfer from one job to another and make it better[5]. Soft Skills are skills which are connected with human's relationships or they are about how you approach life and the job you do. Through adopting soft skills, we learn how to acquire the **ability to work under pressure, skills related to team-work, self-motivation, problem solving, creativity, decision-making**[6]. All those skills and many more are all necessary for our lifelong learning and career advancement.

2. PURPOSE OF STUDY

Nowadays, employers are seeking for more qualified employees who are ready to develop their skills regularly and they are ready for a long life learning. Employees often need special trainings and they need to attend seminars and workshops organized by their company but they also attend many more instruction's courses. Companies may have many benefits of it so they invest money in their HR departments who then led employees through their professional development but they expect that employees will bring more enthusiasm and higher profit. Today's employee is a person who has soft and transferable skills, who is self-motivated and who knows how to handle with his/her private and life related to career development.

3. RESEARCH QUESTIONS

Employees need to be aware about need for constant development. Hoping that we will be able to explain do employees are willing to attend tried to explain that by defining this research questions into three main principles

Principle 1: How often do they need some special training?

Principle 2: Do they only attend seminars and workshops or trainings organized by their company, or they are self-motivated for more knowledge related to their occupational fields and private life experience

Principle 3: Do they understand terms such as NLP, transferable skills, soft skills, rapport facial expressions and other similar thing

Three Hypotheses were defined:

Hypothesis 1

Through the first principle we will find out how often do employees need some special training

Hypothesis 2

In the second principle we will find out what type of trainings do they attend and are they self-motivated or persuaded by the company

Hypothesis 3

Is related to certain terms and trainings that are must-have or must-known in today's business environment

The principles will show the positive correlation between employees and their need for lifelong development .

4. EMPLOYEES AND LIFELONG LEARNING

Participants are able to understand the importance in lifelong learning and they are ready to educate themselves through the various trainings, seminars and workshops.

1. All employees in our survey agreed that constant learning is essential in today's business. We need to stay up-to-date with all new technological achievements and be ready to use them in our everyday surroundings. All sixty-six participants in our survey said that they learn something new almost every day and that they are able to use that knowledge in their business environment.

2. Defining the Principle 2, we asked 66 participants do they only attend workshops, seminars or trainings organized by their company, or they are self-motivated to learn all necessary staff related to their occupational fields and also things that are connected to their private life. All sixty-six participants were employed in state or private sector. We came to conclusion that 68% of employees attend workshops organized by their company and that they consider it as a normal procedure in their career progression related to certain company. 26% of participants are self-motivated to learn and educate themselves even if their company do not ask from them to do that and only 6% do not attend any

seminars or any kind of trainings. This research showed that majority of employees are ready to take their extra time and learn more. They are aware that learning more in their current work they will be able to transfer all new skills to another job or position and that they will be more competitive than other candidates. They think that if they are well-trained, they will be able to teach others better those skills, too. Attending seminars and workshops will take your extra time for relax and you would be not able to be with your family and friends whenever you want, but this will give you benefits in future time, so your closest one, will be proud of you. By learning and knowing more, you will be self-assured and motivated for many goals and achievements.

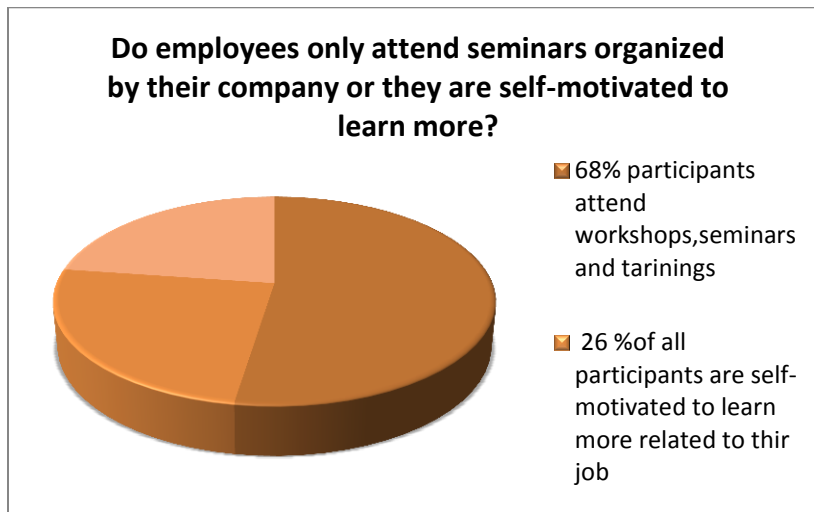
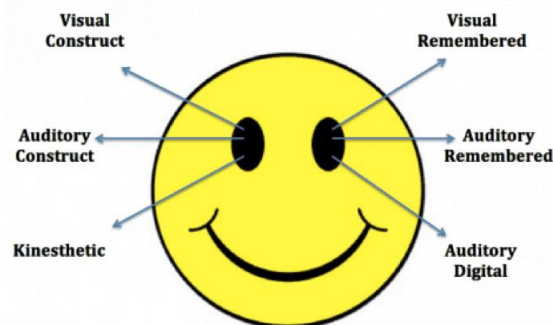


Figure.1. Employees attending seminars that are company related and those who are self-motivated for learning

3. Nowadays terms such as Neuro-Linguistic Programming, transferable and soft skills, rapport and facial expressions are familiar to almost all business people or those who would like to achieve success in business world. 89% of all participants were familiar with those terms saying that they know that NLP defines how our brain affects our ability to communicate and how to behave, it develops our mental maps that will show us how things happen and how we can to change course and live more fulfilled life. It helps us to use language in the best way since this is the main tool in communication between us and our colleagues and with our superiors, since language is connected with linguistic and programming helps us to change our mind and body states, we can remove or develop any program in our mind that is not useful for us. Those trained in NLP soon become a Masters of Communication[7]. They also knew that transferable skills are those that we can transfer from one job to another and they are related to our research and analytical skills, ability to listen and write well, numeracy skills, to be able to work in a team and know how to develop personality and mind in a right direction. Many of them have develop their soft skills attending seminars and certain trainings such as communication skills, decision making skills, leadership, time-management, creativity and problem solving skills. Reading facial expression majority concern as a very important skill. We need to be able to recognized at least seven emotions on people's face –fear, sadness, happiness, disgust, anger, contempt, surprise. Facial expressions and body language are an outward reflections of a person's emotional condition[8]. Rapport refers to knowing how to communicate with others and give them a good an appropriate feedback. Skills such as Mirroring and Monitoring person's face can lead us to know exactly which feedback we can give and not to insult our interlocutor. Only 11% of all participants who are currently employed were not familiar with these terms and techniques. They have heard about it, but they did not know definitions of them or to what are they related.



Picture 1. Skills we use, when we create a good Rapport

(Internet source <https://www.thecoachingroom.com.au/blog/3-powerful-nlp-techniques-to-create-rapport-fast>)

5. CONCLUSION

The world is rapidly changing and it is not easy to have each and every day fulfilled with learning and adopting new skills. Some of us may think that we can spend our time by resting and relaxing rather than learning but how high is the price that we will pay by not staying up-to-date by new technologies and new knowledge that is here for us to be learned. Besides the formal education that we gain in school and later at the university, we need to attend seminars, workshops and many trainings if we want to be good in our job or to be competitive in employment's market. If we are waiting for new opportunity that is concerned with our new employment, we may learn new language ,new computer skill or get some useful business skill instead of wasting our precious time. Learning is unavoidable and good thing is that it happens all the time and wherever we are. The positive correlation that is confirmed through this research is that lots of participants in this survey are familiar with the great importance of learning and developing their skills. By learning new things and knowing every day more, give us self-confidence, we feel that we know a lot and that our superiors but also our colleagues will appreciate us more. Some companies give lots of money by having well-educated people in their human resources department who are able to lead their employees step by step through their career and development. To be good HR Manager, you need to have many skills like those to be analytical, good communicator, to know how to motivate others- new but also an old employees, that they learn new staff and to learn more. To be able to provide a good training you need to be well-trained, too. So life is process of constant learning. Many trainings are expensive ,like those related to NLP coaching ,but they give you benefits in the long run. The power of knowledge is when you are satisfied with your life and work so that your family and friends are proud of you.

REFERENCES

- [1] Internet resources : <https://sr.wikipedia.org/sr/Образовање>, assessed on 28.08.2018.
- [2] Internet resources: <https://www.themuse.com/advice/20-companies-that-value-learning>, assessed '20 Companies that Value Learning', on 29.08.2018.
- [3] Internet resources : [https://www.columbiasouthern.edu/the-many-disciplines-of-human-resources,'The Many discipline of Human Resource'](https://www.columbiasouthern.edu/the-many-disciplines-of-human-resources/'The_Many_discipline_of_Human_Resource'), assessed on 25.08.218.
- [4]Internet resources : <http://www.nlp.com/what-is-nlp/>,assessed,'What is NLP?' on 26.08.2019.
- [5]Internet resources : <https://www.skillsyouneed.com/general/transferable-skills.html>, 'What Are Transferable skills?' assessed on 20.08.2018.
- [6]. Internet resources : <https://www.skillsyouneed.com/general/soft-skills.html>, 'What are Soft Skills', assessed on 20.08..2019.
- [7]. Internet resources : <https://inlpcenter.org/what-is-neuro-linguistic-programming-nlp/?cn-reloaded=1> 'What is Neuro-Linguistic Programming (NLP)?', assessed on 03.09.2018.
- [8]. Allan and Barbara Pease 'The Definitive Book of Body Language', Pease International, Australia 2004, page 29.
- [9]. Internet resources : <https://www.thecoachingroom.com.au/blog/3-powerful-nlp-techniques-to-create-rapport-fast> '3 Powerful Techniques to Create Rapport Fast', assessed on 08.09.2018.