

GLOBAL TRENDS IN EDUCATION FOR EFFECTIVE LEADERS

Мировые тенденции образования для успешного руководителя

At the present stage of development, the business industry needs not only managers, but also employees who are competent, educated and erudite in all areas. In conditions of public access to information, high-quality labour resources are highly valued.

The purpose of the study is to find the most important trends in education for the development of business companies.

Globalisation and modern technologies are the main trends in education, as they are quite widespread and, we dare to conclude, influence the formation and development of other innovations in the educational process. The paradox of globalisation lies in the integration and at the same time the clash of cultures. When cultures encroach on each other, there is a need to understand cultural differences before the effects of absorption become irreversible. Therefore, an effective manager of the future should learn to understand cultural differences and manage in such a way that no cultural incidents arise during negotiations with foreign investors or representatives of other companies.

When it comes to innovative technologies, they have become the basis for the formation and improvement in general of all spheres of human life, and education is no exception. Competent HR specialists select easily trained employees, motivate them to undergo training, and send them to various professional development courses to improve the skills of company employees.

The main factor in the development of a company is a professional leader. The key to further growth in the competitiveness of companies is the ability of the education system to change. With the advent of new technologies and increasing globalisation, education is no longer limited to the walls of higher education institutions; it is actively developing through the Internet in the form of distance learning. Companies that understand the value of knowledge strive to be technology innovators. A competent leader needs to understand the importance of soft and hard skills.

Regarding the practical application of new approaches in education, we would like to cite the Academy of Public Administration under the President of the Republic of Belarus as an example. The experience of the Academy of Public Administration in the implementation and use of new approaches, distance technologies in the

organisation of training of managerial personnel in the system of continuous professional education served as a guideline for the unified republican information and educational environment for the continuous education of managerial personnel.

During the implementation of the system of continuous professional education:

- a fundamentally new form of competency-based development of personnel in the field of management has been created in the system of distance education;
- a unified information and educational network and adaptive learning environment based on the SharePoint LMS distance learning system have been created;
- modern educational technologies and tools for designing electronic educational materials based on the professional package iSpring Suite 6.0. and electronic course editor ToolBookt have been introduced;
- tools and methods of remote assessment of the development level of managerial competencies have been developed.

Based on the above, the following conclusions can be drawn:

Higher education institutions should be able to provide educational services at the level of global requirements for employees and managers, as well as be able to use and assimilate the latest achievements of educational practice in terms of content, methods and technologies of training. In addition, it is necessary to introduce and actively use innovative technologies in the educational process of employees, as this will simplify the learning process.

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FEATURES OF COLOR USING IN THE EXPANSION OF THE SALES MARKET

Особенности использования цвета при расширении рынка сбыта

The purpose of the report is to assess the significance of the packaging color when entering the international market and adopting products for different cultures.

Each country has its own traditions, rules and prohibitions. Therefore, when developing a marketing program, it's worth paying special attention to color. The color of the product or advertisement plays an important role in the promotion of the product. You can write a great slogan and describe the product features but first we analyze the color.