

## HORIZONTAL AND VERTICAL SELF-DEVELOPMENT OF GRADUATES OF MANAGERIAL TRAINING DIRECTIONS

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**Abstract.** The main challenges facing the national higher school are to help students to reveal their individual characteristics; to form a set of universal, general professional and professional competencies; to promote the development of soft skills, including, promoting themselves in a dense information environment, presentation skills, the ability to work with media tools, the development of empathy, emotional intelligence and critical thinking, necessary for in order to win over future customers. The co-author of the article has been working with full-time and part-time students for more than 20 years, in the areas of training "Personnel Management" and "State and Municipal Administration". The authors offer effective strategies for job retention and career improvement.

**Key words:** higher education, lifelong learning, emotional intelligence, job retention strategy, career improvement strategy, efficiency.

## ГОРИЗОНТАЛЬНОЕ И ВЕРТИКАЛЬНОЕ САМОРАЗВИТИЕ ВЫПУСКНИКОВ УПРАВЛЕНЧЕСКИХ НАПРАВЛЕНИЙ ПОДГОТОВКИ

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**Аннотация.** Главные вызовы, стоящие перед отечественной высшей школой – это помочь обучающимся раскрыть свои индивидуальные особенности; сформировать набор универсальных, общепрофессиональных и профессиональных компетенций; способствовать развитию soft skills, включающих, продвижение себя в плотной информационной среде,

презентационные навыки, умение работать с медиаинструментами, развитие эмпатии, эмоционального интеллекта и критического мышления, необходимых, для того, чтобы располагать к себе будущих клиентов. Соавтор статьи на протяжении более 20 лет работает со студентами очной и заочной форм обучения, по направлениям подготовки «Управление персоналом» и «Государственное и муниципальное управление». Авторы предлагают эффективные стратегии сохранения работы и улучшения карьеры.

**Ключевые слова:** высшее образование, обучение на протяжении жизни, эмоциональный интеллект, стратегия сохранения работы, стратегия улучшения карьеры, эффективность.

The main challenges facing the national higher school are to help students to reveal their individual characteristics; to form a set of universal, general professional and professional competencies; to promote the development of soft skills, including, promoting themselves in a dense information environment, presentation skills, the ability to work with media tools, the development of empathy, emotional intelligence and critical thinking, necessary for in order to win over future customers [1-7]. That is why the students of the managerial training directions at the Krasnoyarsk State Agrarian University get a wide range of competencies and are ready to work successfully and improve their career. The issues that are considered are as follows: “How is it possible to become the best at work?”; “What are horizontal and vertical self-development strategies?”; “What are step-by-step development plans for specialists and managers?”

If a university graduate would like to start the self-development at work, he has the “Agile” or “Waterfall” methods that are recommended by the career specialists. The “Agile” approach involves dividing a large professional goal into small tasks, and then their consistent implementation [8-12]. The essence of the “Waterfall” method is that you first outline a global career goal for yourself, and then build a roadmap for it: put points on how and what to do.

After that a specialist needs to decide which development suits him: a horizontal or a vertical one. The horizontal plan means that skills and self-actualization are developed within the profession. It is suitable for convinced introverts, distrustful people, conservative employees and people with a high level of anxiety. The vertical plan means the promotion on the career ladder. If a graduate possesses following leadership qualities: firm will, charisma, insight, attentiveness, sociability, initiative, responsibility, confidence, self-discipline, the ability to long-term planning, the desire to constantly learn and dedication to your ideas, then the vertical career is for him [13-15].

The self-development at work includes five basic universal rules and tips that will help to understand how to become a true professional in any field. It is indispensable to honestly answer the questions: “What would you like to do? What are you interested in learning? How is it possible to develop?” Having answered these questions, one will already imagine whether the current workplace is really suitable for you or whether it should be changed.

The first tip is to constantly learn (the so-called life-long learning). Today, one does not need to go to another city to get a second higher education. Retraining courses can be completed online – the main thing is that the program implies not only theory, but also practice. It is important that the school has a license to operate, and graduates are given state-issued diplomas.

The second tip is not to be lazy in developing flexible skills. This includes goal setting, time management, the art of negotiation, emotional intelligence and business communication. This is something that will be useful everywhere and always, no matter what field to work in.

The third idea is to develop an understanding of the professional environment. One should know the latest trends, the latest news. He should be aware of the affairs and resources of competitors. It will not be superfluous to subscribe to blogs and channels of experts in your industry [16-18].

The next tip is to make it a rule to update the resume. Even one is not planning to change jobs in the near future it is a good idea to update the portfolio and the resume. It will not be superfluous to monitor recruiting sites in order to be aware of the current requirements of leading employers and plan the professional self-development based on their expectations.

The final tip will be networking, the useful acquaintances with people from an important professional industry for a graduate.

So, the task is to grow up the career ladder and the question is where to start? If a person has chosen professional self-development and sticks to his plans, then he is already on the right track. After all, this is the first step in moving up the career ladder. The positive strategies in this growth are:

*Self-development.* To go higher, one needs not just to develop, but to learn constantly. Be sure to be aware of new trends, gradually abandon old principles, master and implement new tools.

*Communication.* Business etiquette, public speaking, communication with clients, presentation of your ideas – this is only one side of the coin. It is also important to learn how to act on people with your word. Possessing good ideas is not enough. It is necessary to develop the speaking skills in order to be able to communicate the ideas understandably, logically and briefly.

*Leadership.* One should have the responsibility for decisions plus effective bold initiatives plus improvement of existing processes. This is the formula of a modern leader, the ideal of leadership, to which it is necessary to strive.

*Adaptability.* We live in a rapidly developing world: today a person may have some job responsibilities, and tomorrow others. The ability to quickly learn, perceive, and adapt to a qualitatively new activity is incredibly valuable.

*Result orientation.* If a specialist works only for money or to satisfy his ambitions, he chooses a deliberately losing option. Irreplaceable professionals are those who "root" for the result of their work and enjoy its process.

Another area, the use of which is becoming more relevant every day is *emotional intelligence, empathy*. This is the ability of an employee to understand, recognize and manage their own and others' emotions to solve certain tasks.

In conclusion, it is necessary to give simple recommendations from life coaches that will help a graduate become better professionally:

Give up the passive position once and for all. Try, suggest, and not just observe and analyze.

Train and practice as much as possible. It will take at least 8 weeks before you overcome the initial level of competence, and it will take 10 years to become a real specialist.

Remember about the “golden mean”. If 50-80% of your attempts are successful, this is already very good.

Be able to plan. This will help to complete even the biggest goal.

Feel free to ask for help. Or even better, invite a more experienced colleague to become your mentor.

Surround yourself with everything that reminds you of your goals. Do you want to learn English? Change the language on your smart phone, watch movies in the original with subtitles, meet native speakers.

Ask for feedback. From a boss, mentor, or Tracker App.

Learn to enjoy the process. By absorbing new knowledge, small achievements, daily discoveries.

Go beyond the generally accepted framework, don't be afraid to change your mind set. Remember that the most successful career is for non-standard personalities.

What skills should a specialist develop in 2023?

If you want to become a strong player in the labor market and a promising specialist in your own company, in 2023 you cannot do without developing the top 5 most relevant skills:

Foreign language. It will not be possible to postpone it for later! No wonder the demand for English and Chinese courses has increased by 24%.

Information technology and cybersecurity. Cybersecurity Ventures claims that there is an acute global shortage of personnel in the digital security industry.

Content Marketing. By 2025, the content marketing market should grow by \$417.85 billion. It is not surprising that everyone should learn how to properly package new products.

Communication. How can you tell the world about yourself if you don't know how to present your own skills?

Erudition. A broad outlook is something that never gets old and will always benefit you.

The most popular skills in 2023 were also named:

Systematic and analytical thinking: the ability to find and structure material, to establish relationships between disparate elements, as well as to separate the main from the particular and vice versa. Conflict management: competent dispute resolution, effective compromise finding. Project management: proper prioritization, application of time management and planning principles. Customer orientation: not only understanding the needs of customers, but also finding the optimal solution to meet them. Leadership: an invaluable ability to take responsibility, to lead. Cross-functionality and adaptability: the ability to work productively in crisis conditions, quickly adapt to endlessly changing conditions and tasks. Creativity: well-developed

creativity, observation and aesthetic taste will favorably distinguish you from other applicants and colleagues.

In 2023, it is important to be a multi-specialist, an expert in several fields at once and not necessarily related. A high demand is expected for applicants capable of rapid learning with a practical bias. In addition to this, it is necessary to build professional self-development based on the constant digital transformation of reality: refresh skills taking into account developing technologies.

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