

Modern trends in the field of education in companies.

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1.INTRODUCTION

Over the past few years, the requirements for employee knowledge and skills have changed significantly. Companies that want to stay competitive and stay ahead of the competition need to respond flexibly to these changes.

New skills are important in virtually all areas of company operations – in administration, management, sales, marketing, programming, logistics, customer communication and other activities. Modern technology, digitization, automation and artificial intelligence play an important role in this. If companies underestimate employee development, they may gradually lose not only their competitiveness, but also customers, business opportunities and quality workers.

Most of these new skills were not learned in schools and often did not have the opportunity to acquire them in their previous job. Therefore, it is essential for companies to pay more attention to their systematic education and practical development. However, one-time training is usually not enough. New knowledge needs to be properly introduced into everyday practice, continuously developed and its real benefit evaluated.

Some companies have their own internal teams of lecturers and specialists. At the same time, however, the importance of cooperation with external lecturers and consultants is growing. They can bring an independent perspective, experience from various fields, new methods and practical examples from other organizations. They can

also help uncover problems and opportunities that people inside the company no longer perceive or consider a normal part of daily operations.

In this book, I will share with you my practical experience, concrete examples and knowledge from working with people and companies. My goal is not to offer one one-size-fits-all solution, because every company has different needs, employees, company culture and goals. However, I want to introduce you to suggestions that can help you better recognize the necessary skills, educate employees more effectively and prepare your company for further changes.

It is up to you which of the above knowledge you will use and how you will apply it in your company. Even a single correctly implemented change can improve the work of employees, increase the performance of the company and create a significant competitive advantage.

I wish you that this book will be beneficial, inspiring and, above all, practically usable for you. I will be happy if the knowledge gained will help you better understand the current digital world, change your daily habits and make safer and more effective decisions.

I also address the topics described in this book through individual consultations, corporate consulting and practical training for individuals, employees, work teams and company management. I always adapt the content and scope of cooperation to the specific needs of a person or company.

Together, we focus primarily on preventing digital addiction, protecting against cyber fraud, improving concentration and work habits, and making effective use of digital technologies, automation and artificial intelligence.

2. CHOOSING THE RIGHT TUTOR

There are thousands of lecturers on the market who are dedicated to training, consulting and consulting. And as in any field, some are excellent, some are good, and some are average. It is also important to evaluate whether the information that is passed on to the course participants is beneficial and currently addresses the requirements in the company.

Personally, I have been working in the field of adult education since 2004 and I focus exclusively on the topics of digital addiction, cyberfraud and effective attention in companies, and I have extensive practical experience in these areas, and these are topics that concern the majority of the company. I carry out training in person or online, in Czech or English and in cooperation with interpreters in another 50 languages.

Below it describes the individual topics I focus on as well as the benefits for companies and their employees.

1. Digital addiction

I have been dealing with the issue of digital addiction for a long time. I have written several books about it and have also created a textbook for primary, secondary and higher education. Digital addiction affects a significant proportion of employees, especially those who spend a large amount of work and leisure time on the Internet, social networks or using digital devices. Excessive use of technology can have a negative effect on attention, concentration, work performance, mental well-being, interpersonal relationships and the ability to rest well.

Why should this topic be a priority in corporate education?

A business may produce excellent products or provide quality services, but if its employees are digitally overloaded or dependent on technology, their focus, productivity, and quality of work can decrease. Frequently checking your mobile phone, social networks or private messages disrupts work activities, prolongs the completion of tasks and increases the risk of errors. The consequence can be not only lower company performance, but also more conflicts, deterioration of communication, higher levels of stress, employee fatigue and the risk of burnout. Therefore, digital addiction is not just a private problem of the individual. It is also becoming an important topic for employers and company management.

Digital technologies will enter our private and professional lives more and more intensively. This will make it all the more difficult to find a healthy balance between the digital and "non-digital" worlds. Therefore, companies should teach employees not only how to use new technologies, but also how to use them healthily, safely and effectively.

2. Cyber Fraud

Cyber fraud affects virtually all people and companies. Their number is growing and the perpetrators are using more and more sophisticated methods. They use fake emails, messages and websites, fraudulent phone calls, impersonation of trusted people, theft of access data and manipulation through social networks.

Almost everyone has encountered some form of cyber fraud – in person, through their loved ones, or at their job.

Why should this topic be a priority in corporate education?

The number of attacks targeting individuals and companies is increasing significantly. There are more and more cases where companies lose funds, sensitive data, access to information systems or the trust of their customers as a result of fraud. Employees can be tricked by fraudsters into opening a dangerous attachment, disclosing access credentials, sending a payment, or disclosing confidential information. Technical security alone is not enough. An important part of protecting a company is an informed and cautious employee who can recognize a suspicious situation and know how to react to it correctly. Therefore, regular cybersecurity education can prevent companies from significant financial losses, reputational damage, and operational disruptions.

3. Effective use of people and technology

Currently, there are a large number of programs, applications, automation tools and helpers using artificial intelligence. Companies should therefore continuously evaluate how they organize work and whether they perform individual activities effectively.

How to divide the work correctly?

The goal should not be to automatically replace employees with technology. It is important to determine which activities require human experience, creativity,

empathy, responsibility and decision-making, and which repetitive tasks can be simplified, automated or entrusted to the appropriate application or artificial intelligence.

Proper use of technology can relieve employees of routine administration and give them more time to work professionally, creatively, and strategically. This allows the company to reduce costs, reduce errors, speed up processes and at the same time make better use of the capabilities of its employees. However, the introduction of new instruments must be well thought-out. Each application or system should bring a specific benefit. If employees use too many programs that are not properly connected or understood, technology can complicate the work.

3. AWARENESS – OF THE NEED FOR CHANGE

In my trainings in companies, I focus mainly on practical training. My goal is for the participants not only to get acquainted with new information, but above all to try and verify as many specific methods and procedures as possible, which they can then use in their work and private lives.

At the beginning of each training, I consider it important for the participants to realize that the topic discussed is extremely topical and concerns each of us. Its impacts are not limited to the work environment, but can also affect our partners, children, family members and others in our immediate vicinity.

Today's digital age brings rapid and fundamental changes to which companies and their employees must adapt. The areas I focus on in my trainings are based on the belief that the first prerequisite for successful change is the awareness of its necessity. If companies and their employees do not recognize the need to adapt to new conditions in time, they can gradually get into work, financial, relationship or personal problems.

Any change can be unpleasant at first and requires some effort. But the real shift often starts with ourselves – our way of thinking, our ability to be aware of our own reactions and attitudes, and our willingness to take an honest look at our digital skills. Even a small and short-term challenging change can bring significant long-term benefits.

Such awareness can be very open, uncompromising, and for some participants, it can also be unpleasant or sobering. However, the purpose of the training is not to criticize or evaluate anyone. The aim is to offer participants a safe space in which they can better understand their habits and find out how digital technologies affect their attention, work performance, relationships, psychological well-being and everyday decision-making.

Therefore, the training also includes personal reflection, which helps participants realize to what extent the digital world affects their private and professional lives. Each person can evaluate for themselves which habits benefit them, which limit them and what they could change. We often don't realize how much time we actually spend in the digital environment. We are even less aware of how much technology affects our behavior, focus, interpersonal relationships, work habits, and overall quality of life.

The aim of my trainings is therefore to combine new knowledge with practical training and personal experience. Participants should leave not only with more information, but also with specific procedures that they can immediately start using in their daily lives.

4.DECISION

Awareness alone is not enough to change. A person may have a good understanding of a certain problem and know its possible solutions, but if he does not consciously decide to act, his habits and behaviors will usually remain the same. Therefore, my goal is not only to pass on new information to employees. I want to inspire them to make a difference through practical examples, exercises and concrete experiences – whether it's their digital habits, protection against cyber fraud, a more efficient way of working or using modern technologies.

Life is very much a matter of priorities. What we devote our time, attention and energy to affects our work performance, safety, interpersonal relationships and overall quality of life. Everyday decisions may seem insignificant at first glance, but their long-term impact can be crucial.

Decisions as the beginning of change

The real shift occurs when a person consciously decides to change something. At this point, he stops just evaluating the circumstances and begins to actively influence his work and private life. Such a decision does not mean that we can change everything immediately. However, it does mean that we accept responsibility for the direction we want to take and are ready to take the first concrete step.

We can decide at any time. It doesn't matter our age, job position, life situation, or how many mistakes we've made in the past. We cannot change the past, but we can

learn from it and decide how we will act in the future. Each new day brings an opportunity to adjust your habits, make better decisions and gradually improve the quality of your work and personal life.

Why do people postpone change?

People often decide to change only after a challenging experience or a strong emotional experience. Until they feel a sufficiently serious reason, they stay with familiar behaviors, even though they no longer bring them good results.

A familiar environment and established habits seem safer than the uncertainty associated with change. A person may be aware that they are spending too much time in a digital environment, not focusing on important tasks, or not following safety rules. Nevertheless, they will not change their behavior until they feel its specific negative consequences. An impulse for change can be, for example, a decrease in work performance, a security incident, a financial loss, an unsuccessful project, increasing competitive pressure, increased employee turnover, long-term stress or disruption of interpersonal relationships.

The purpose of education is to help people recognize risks early – before serious consequences occur.

Employee and management responsibilities

For an employee, the change can mean reducing disruptive digital habits, increasing attention, adhering to safety rules, or using work tools more effectively.

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