

ABSTRACT

This diploma thesis deals with the strategic approach to employee training in an organization providing consultancy in the field of technical engineering and technical and economic consulting. Employee education and development is managed by a parent company based in the UK, and the company, aware of the achievement of the organization's strategy and vision, places a lot of emphasis on education.

The aim of the diploma thesis is to evaluate the employee training strategy as one of the personnel activities leading to increasing the competitiveness of the organization and gaining a competitive advantage in the market. Understanding the importance of employees training is one of the basic aspects of an efficient organization and a well-defined strategy along with the HR strategy and, last but not least, the corporate education strategy leads to satisfaction both on the part of the organization and on the human resources side.

The thesis is divided into theoretical part dealing with organization strategy, strategic approach to education and organization of employee training and subsequently practical part, including analysis of organization and analysis of the educational strategy together with the proposal for changes based on the research carried out. Data analysis uses quantitative research techniques based on analysis documents and materials of the organization and questioning in the form of interviews and questionnaires.

KEYWORDS

strategy, strategic management, educational strategies, education and development in the organization, methods of education, approach to education