**HOW TO REDUCE COSTS OF BUSINESS-TRAINING IN 5–9 TIMES**

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**Introduction**

The purpose of the study is the reduction of costs of trainings and seminars in the areas of business education in 5–9 times.

In Moscow the average price of business-training per 1 person in 1 training-day was from 9598 up 13562 Russian rubles (January, 2015). The cost of the training-day is 50–80% of the prices in Moscow for major Russian cities and the capitals of the CIS.

Therefore, the reduction of costs for business-training is an urgent task for Companies.

The state goal is reducing the cost of business-education for universities.

We have proved that the combination of training of professional development and training of personal growth enhances learning and development managers in 5–9 times. We created the «training of a new generation» which reduce costs time and money of Companies. The «training a new generation» of doing business-training accessible to more Companies. It provides a quality of management, growth of profits and taxes.

**Review of the Internet-resources**

We made a statistical analysis of the cost of business-trainings and business-seminars in 20 major cities and capitals of the CIS. Five areas of business-training were investigated. The study showed the average cost of a training-day in January 2015. In Moscow, the average prices for 1 person in 1 day business-training or business-seminar are (in Russian rubles):

– «management» – 9784;

– «human resource management» – 11 680;

– «personal growth» – 10 954;

– «team-building» – 13 562;

– «selling» – 9598.

The cost of the training-day is 40–60% of the price in Moscow for a major Russian cities and capitals of the CIS. The domestic prices exceed the capital cost in Irkutsk and in Krasnodar by 6–7%. A number of companies from Minsk prefer not to specify the value of their training.

Methodology

Our key research technique was to analyze a lot of scientific and Internet sources. We used well-documented methods of analysis. Statistical analysis of rate of the business training was performed by the method described in the work [1]. Our research technique allows to estimate the savings when our business training is using.

Results

It has been studied more than 200 articles, books and Internet resources.

We proved theoretically and we worked practically the «training of a new generation». They are created on the basis of the theory of a holistic educational process, theory about the unity of the psychosomatic system, the theory of functional asymmetry of the cerebral hemispheres, the theory of the structure of personality, theory intertype relations and the principle of universal talent. High results in training and development of the participants is achieved through a science-based alternating periods of intense learning and play activities, adequate physiological needs of the human being, and relaxation pauses, taking into account the dominant type of nervous system participants [2]. Practice has shown high efficiency of the «training of a new generation».

In first example [3, p. 125], five competencies of school Directors trained at the same time during the «training of a new generation».

In another example [4, p. 188], growth of 9 competencies was obtained simultaneously. The average growth of personal competences amounted to 40 managers: focus on results – 63%; attentiveness – 60%; leadership – 16%; creativity – 420%; logical thinking – 66%. The average growth of managerial competencies amounted to 40 managers: the ability to work according to plan – 57%; the ability to allocate the main thing – 82%; tasks to the deadline – 57%; find the information they need – 96%. These results were obtained in one group of leaders, trained by «training a new generation» for two days. We see that more high quality training and development managers simultaneously obtained.

**Discussion**

We proved that it is possible to combine the training of professional growth and personal growth. First, this technique has led to an increase in the quality of the educational process. Secondly, in this case, you can develop 5–9 personal and professional competencies. This combination was named by us as the «training of a new generation».

It looks incredible, but the «training of a new generation» reduce the cost of funds of business-education in 5–9 times. At the same time, they reduce expenses time on business-trainings and business-seminars in 5–9 times. They also provide increased quality of training and development of managers.

– It is possible to use these results for the development of advanced training programs for management personnel for the innovation economy.

Conclusions

It is shown how to reduce costs of business-training and business-seminars in 5–9 times:

1. The use of training a new generation reduces the flow of money.

2. The use of training a new generation reduces the time consumption.

LITERATURE

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