



INVESTING EMPLOYEES' SKILLS THROUGH TRAINING AND DEVELOPMENT PROGRAM IN A REALTY CORPORATION

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ABSTRACT

This study explores the effectiveness of training and development programs in addressing skill gaps and enhancing employee performance in a realty company. The research focuses on evaluating how these initiatives align with organizational goals and their impact on employee job satisfaction, performance, and retention. It identifies skill gaps, particularly in real estate market analysis and customer relationship management, as key areas requiring improvement.

A survey method was employed, gathering responses from 25 employees to assess perceptions of training effectiveness, barriers to implementation, and potential strategies for improvement.

Results reveal a strong agreement among respondents that training programs significantly contribute to professional growth, job satisfaction, and retention. However, challenges such as time constraints and employee resistance were identified. The findings also highlight the importance of aligning training programs with company objectives.

The study recommends strengthening training efforts through customized programs, coaching, and leveraging technology to address skill deficiencies. The company should continue aligning training initiatives with strategic goals and fostering a supportive learning environment to maximize their impact on employee engagement and organizational performance. These insights can guide the company in refining its approach to employee development, ensuring long-term competitiveness.

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