

# LIFELONG LEARNING AS A SUCCESSFUL CAREER CONDITION

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Today we live and work in a hardly prognosticated time of changes. The diversity of opened possibilities, information technology abundance, economic, political situation instability, social changes – all this characterises the environment, in which we work. In the present world, information, knowledge, creativity become a crucial factor of success and competitiveness, the main economy and society developing factor. Present society is an information, creative society, in which a person has to learn practically all his life, to take over the knowledge, created in the world, to use it, to create new knowledge and to hand it over to others. Having announced A Memorandum of lifelong learning (2000), learning for lifelong conception rapidly changed a lifelong learning conception. Continuous learning becomes very important in all human life and work spheres. One can claim, that a man who needs to live and work in such a dynamic environment and to adjust to fast developing society paces, will be able to experience success only then, if he looks at nowadays reality creatively and responsibly will plan his career path and will occupy an active position in his life activity (Lifelong learning. Accounting research topic, 2015). He will be able to do this only learning and acquiring new knowledge, skills and competencies or developing the ones he possesses. Therefore, lifelong learning today has become very important. Not only preparation for a career depends on it, but also its successful development and at the same time the chances to involve in active life and to successfully take part in it.

For a successful career management continuous learning is important due to different factors (Greenhaus, Callanan, 2006). First, it provides possibilities to renew the ones you have and to acquire new, necessary for career, special and common competencies. It is thought, that the amount of information doubles every five years. Therefore, basic education allows to maintain the necessary preparation level not for long. After a certain period of time, every employee has to improve his qualification. The interests and demands of enterprises themselves determine the necessity to teach employees, to raise their qualification. The enterprise staff and administration are interested in better work results and payment. By raising qualification, one can equalise basic knowledge of the specialists, prepared both now and earlier. In every profession, human work latterly becomes manifold, complex and professional content requires to carry out a lot of various activity functions. Thus, in order to qualitatively perform one's job, an employee has to constantly develop both professional and common competencies.

Purposeful learning helps not to drop out from labour market, be active and competitive in the labour market. The dynamics of labour market demand change becomes more and more rapid. Frequently they are sudden and hardly prognosticated. The intensive processes of economy modernisation, growth, labour force migration taking place, labour market extremely quickly changes.

The employers' requirements to specialists are changing. The demand of some professions is growing, of the others is decreasing, new professions, specializations appear.

It provides possibilities to overcome possible career crises more successfully ( firing from work, change of working place, activity character, position and even profession, career direction change and so on). People more often have to change activity character. It becomes important not only to survive, but also to be competitive, successful in the labour market. Thus, it becomes important not only to responsibly choose a profession, which would best suit natural, professional call, but also to foresee activity alternatives and a wide career vision.

It helps to expand your interests, abilities, which can open quite new horizontal as well as vertical career possibilities. Latterly, organisation structure changing and becoming more modern, horizontal career becomes a perfect tool to learn and so to increase your value in the labour market.

Learning activities do not allow "to get stiff", encourage to be interested in innovations. This helps not to lag behind the life's rhythm, to correctly understand and evaluate the events, processes of these days, actively predict professional activity perspectives. The dynamism of the society itself as well as traditional knowledge rapid depreciation, its exponential growth and the wish to live and work in a new way, to take over the novelties rapidly and so on, especially stimulate continuous learning. Learning helps to adapt to changes, actively create novelties. Rapid new technology, especially information and connection technology development, transition to global knowledge technology, to life in digital society requires from employees information processing and other high level cognitive and interpersonal competencies. Employees have to master information processing and common competencies, which help to adapt in the labour market full of changes. It is also obvious, that learning helps to use various mobility possibilities and to compete not only in local but also in international labour market. Due to globalisation, global markets form, trade capacities grow, technologies spread. This induces economy growth, human progress, increases choice possibilities. Organisations create subsidiaries in various countries, new people work and their inter-coordination models appear. Big mobility possibilities open for people, at the same time competition increases, they have to compete not only with their country, but with the whole world employees. Rapid information and communication technology spread forms conditions to contact every world point at any time, in the data basis to find the necessary information. All these changes, influenced by globalisation, raise new requirements for a man in his career path. Seeking career goals, a man can have to change not only organisation, but also geographical location. Therefore, a man has to be able to be flexible, mobile, to find and create his working place. This conditions continuous learning necessity.

Having discussed lifelong learning importance to career management, the question arises, what assumptions allow us to become lifelong learners? What is necessary, in order to involve in learning activities and to successfully participate in them? A person has to form a positive attitude and favourable attitudes, which would help to become a lifelong learning person and to successfully plan and manage his career (Augienė, 2009; Patton, McMahon, 1999; Valickas and other, 2012; Zuzevičiūtė, Teresevičienė, 2007). Therefore, first, it is important to train inner demand to constantly learn and improve, to feel satisfaction having found new, useful for your activity. This attitude helps the person to perceive learning as an activity, helping not only to acquire new knowledge, but also to form understanding, that various attitudes exist, a variety of ideas and at the same time to educate critical and creative thinking. It is important to pass on to deep learning, which is characterised by search of meaning, understanding, new information integration into the possessed knowledge, satisfaction with the learning process and results. Second, it is important to trust your efforts, ability to learn and to pursue your goals. This encourages to be active and influences learning strategy choice, level of involvement in learning activities, ability to cope with the tension experienced during the learning process, determination to overcome learning difficulties and so on. As much as big your personal trust in yourself is, the bigger hope is, that you will be successfully involved in lifelong learning. Third, it is important for the person to be open to changes, new experience and a wish to change. Openness to changes and a wish to change means, that if a person is interested in everything, is creative, active, not traditionally thinking, he will be able to independently make decisions, will not be afraid of failures, will successfully involve

in lifelong learning activities. Only having a demand to change, a person is ready to continually learn. Fear of changes, seeking for stability do not allow to grow, to improve.

Lifelong learning is necessary seeking to prepare employees to compete in global knowledge economy and to adapt to live in digital and high technology society. However, there are a lot of other important reasons. Lifelong learning also encourages: participation in community, social cohesion, more equal distribution of income and life quality getting better, which includes bigger payment, better health and bigger professional career satisfaction. It is important to achieve on time and to involve into continuous learning as bigger part of society as possible. It is predicted, that in future ability differences will be one of the most important social isolation factors (EBPO, 2013). Seeking to reduce this isolation probability, lifelong learning has to become more accessible.

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