

VIZIUNEA BRD- GROUP SOCIETE GENERALE ÎN DOMENIUL FORMĂRII PROFESIONALE

BRD VISION – GROUP SOCIETE GENERALE IN THE FIELD OF PROFESSIONAL FORMATION

Drd. Anca-Ioana BUMBENECI
Universitatea din Craiova

Abstract: In order to cope with the events deriving from the configuration „extended space – restricted time”, organizations are bound to pass from the static logic of the workplace to the dynamic logic of skills. In this respect, a major role is attributed to the strategic innovation and intention. By applying the notions of strategic creativity and intention, BRD - Groupe Société Générale aims at gradually passing from the single loop to the double loop learning. This passing involves the critical examination of the models that have served as references, as well as their replacement with new models capable of generating a profound change in the whole process of professional formation..

Keywords: single loop learning, double loop learning, second order learning, regulating stress, stress effect, leverage effect.