



DOI: <https://doi.org/10.38035/sncsr.v2i1>
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Education on Successful Strategies for Preparing Human Resources in 2026 Towards Career Success and Business Sustainability

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Abstract: This community service activity aims to improve public understanding of strategies for preparing high-quality human resources to face the challenges of the workforce and business development in 2026. The increasingly rapid changes in the business environment, influenced by technological advancement, digitalization, and growing global competition, require individuals to possess adequate competencies, adaptability, and innovative skills. This community service program was implemented through socialization activities, training sessions, and interactive discussions involving students, job seekers, and small and medium-sized business actors. The materials delivered included professional competency development, improvement of interpersonal skills, utilization of digital technology, as well as career planning and sustainable business development strategies. The results of the activity indicate an increase in participants' understanding of the importance of continuous self-development and the ability to adapt to technological changes and the dynamics of the labor market. In addition, participants were able to identify various career opportunities and potential business development aligned with the growth of the digital economy. Through this activity, it is expected that the community will be better prepared to face future challenges, improve the quality of human resources, and support the achievement of career success and sustainable business development.

Keywords: Strategy, Employee, Talent, Sustainable Business

INTRODUCTION

The development of the work environment and the business world in recent years has experienced very significant changes. Technological advancements, digitalization, market globalization, and shifting work patterns have created new dynamics that affect various industrial sectors. Entering 2026, organizations and individuals face increasingly complex

challenges that require more competent and adaptive human resources (HR). Human resources are no longer required only to possess technical abilities; they must also be able to think critically, innovate, and adapt to rapid change (Edwards, 2021). Therefore, the development of high-quality human resources has become an important factor in achieving individual career success and supporting business sustainability.

Human resources are one of the most important assets in an organization. An organization's success in achieving its goals and remaining competitive largely depends on the quality of its human resources (Jumawan, Hadita, & Widjanarko, 2023). Competent employees are able to manage knowledge, skills, and work experience effectively to create added value for the organization. In the digital economy era, organizations no longer rely solely on technology or financial capital but also require workers who are able to adapt to change, collaborate effectively, and demonstrate creativity in generating innovation. Thus, human resource development has become a strategic investment that is crucial for organizational sustainability and individual career growth (Susanto, Sawitri, & Suroso, 2023).

Amid these developments, society, particularly young people, faces greater challenges in entering the labor market. Competition for employment opportunities continues to intensify as the number of highly educated job seekers increases. In addition, technological progress has transformed the structure of work across many industries. Automation systems and digital technologies are gradually replacing many traditional jobs. This situation requires individuals to continuously improve their competencies to remain relevant to the evolving demands of the labor market (Sawitri, Alia, & Fikri, 2023).

Beyond individual competence, business sustainability has also become a major concern in the face of global competition. Organizations are required to adapt to increasingly dynamic business environments. Changes in consumer preferences, technological developments, and the emergence of new business models compel companies to become more innovative and responsive. In this context, the presence of qualified and adaptive human resources becomes a key factor that enables organizations to maintain business continuity and enhance their competitiveness in the market (Mio, Panfilo, & Blundo, 2020).

Effective human resource management is also aligned with the concept of sustainable development, which emphasizes the balance between economic, social, and environmental aspects. Organizations that adopt a sustainability-oriented approach do not only focus on short-term profits but also prioritize the long-term development of employee potential. By providing opportunities for employees to enhance their competencies and skills, organizations can create a productive and innovative work environment capable of facing future challenges (Timothy, 2022).

However, many members of society still lack an adequate understanding of the importance of preparing human resources to compete in an increasingly competitive labor market. Many individuals still focus primarily on obtaining formal education without complementing it with additional skills that align with industry needs. Furthermore, limited access to information on career opportunities, technological developments, and business development strategies remains a barrier to improving the quality of human resources within the community (Zahara, Didi, & Rachmat, 2023).

These conditions indicate the need for more systematic efforts to increase public awareness regarding the importance of competency development and readiness to face changes in the workforce. One effective effort that can be implemented is through community service programs focusing on education, training, and mentoring related to career planning and business development. Through these activities, communities are expected to gain new insights and practical skills that can help them improve their competitiveness in the job market and develop sustainable businesses (Siddiqui & Sahar, 2019).

Community service activities play an important role in bridging the gap between academic knowledge and the real needs of society. Universities, as centers of knowledge development, have a responsibility to contribute to improving the quality of human resources within communities. Through community service programs, academics can share their knowledge, experiences, and research findings with the public, thereby providing broader benefits for societal development.

In terms of career development, individuals need to have well-structured career planning to achieve their professional goals. Career planning is not limited to selecting a job; it also involves continuous self-development through improving competencies, gaining work experience, and enhancing adaptability to changing work environments. With a clear career planning strategy, individuals will be better prepared to face opportunities and challenges that may arise in the future.

In addition to individual career development, this activity also highlights the importance of understanding business sustainability. In an era of global competition, companies are not only required to achieve economic profit but must also ensure long-term business sustainability. This can be achieved through the implementation of innovation, efficient resource management, and the utilization of digital technology to improve productivity and organizational effectiveness.

Digital skills are also one of the essential competencies required for future human resources. Digital transformation has significantly changed how organizations operate and how work is performed. Many business activities now rely on digital technologies such as information systems, data analytics, and digital platforms to enhance organizational performance. Therefore, improving digital literacy is an important step in preparing human resources capable of facing the challenges of the digital era (Islam, 2022).

Based on the explanation above, it can be understood that the readiness of competent, adaptive, and innovative human resources is a crucial factor in facing the future of work and business. Efforts to improve the quality of human resources should not be the responsibility of individuals alone but require support from various stakeholders, including educational institutions, governments, and the industrial sector. Strong collaboration among these parties is expected to create high-quality human resources capable of contributing to economic growth and sustainable business development.

Therefore, the community service program entitled Strategies for Successfully Preparing Human Resources in 2026 Towards Career Success and Business Sustainability becomes highly relevant to implement. This program aims to provide communities with knowledge, insights, and practical skills to prepare for future changes in the workforce and business environment. Through this initiative, it is expected that communities will be better prepared to build successful careers and develop sustainable businesses.

Changes in the world of work and the business environment are currently occurring very rapidly, mainly due to technological advancement, digitalization, and increasing global economic integration. These developments have significantly affected the competencies required of human resources (HR). Entering 2026, individuals are not only expected to possess technical expertise in their respective fields but also to demonstrate adaptability, creativity, and innovative skills in order to respond to continuous changes. This condition highlights that the readiness of human resources plays a crucial role in determining an individual's success in building a career while also supporting business sustainability across various sectors.

One of the challenges still faced by society is the mismatch between the competencies possessed by the workforce and the skills required by industry. Many graduates of formal education have not yet fully developed practical abilities that align with the evolving demands of the labor market. Furthermore, digital technological developments have transformed many types of jobs across different sectors. Automation systems and digital technologies are

gradually replacing some conventional occupations. As a result, individuals are required to continuously improve their competencies and digital literacy in order to adapt to these changes in the workforce.

In addition to employment-related challenges, communities also face difficulties in developing businesses that can survive amid increasingly intense competition. Many entrepreneurs, especially those operating in micro, small, and medium enterprises (MSMEs), still experience limitations in terms of product innovation, digital technology utilization, and effective marketing strategies. At the same time, changes in consumer behavior influenced by technological development require business actors to adjust their strategies so that they remain relevant to market needs. Without sufficient understanding of adaptive and sustainable business strategies, businesses may struggle to maintain their long-term viability.

In addressing these challenges, community service activities play a significant role in improving the quality of human resources. Through educational programs, training sessions, and interactive discussions, communities can gain knowledge and skills that are relevant to the development of the workforce and business sectors. These activities also provide opportunities for participants to understand various strategies that can be applied in preparing for careers and developing sustainable businesses.

In addition to enhancing knowledge and skills within the community, community service activities also help strengthen the relationship between universities and society. Higher education institutions, as centers for knowledge development, have the responsibility to disseminate knowledge to the broader community. Through community service programs, academics can share knowledge, research findings, and experiences that contribute directly to improving the quality of human resources in society.

Furthermore, these activities encourage collaboration among different stakeholders, including academics, students, and industry practitioners. Such collaboration enables the exchange of knowledge and experience that can provide new perspectives for communities in understanding the dynamics of the workforce and business environments. Through interactions among various stakeholders, communities can gain broader insights into career opportunities and business development strategies that align with current trends and developments.

The urgency of this community service activity is also related to the importance of fostering awareness of lifelong learning. In an era characterized by rapid technological advancement, individuals cannot rely solely on the knowledge acquired through formal education. Instead, they must continuously develop new skills and update their knowledge to remain relevant in an ever-changing labor market. Therefore, community service activities can serve as an effective medium for encouraging individuals to remain motivated in improving their competencies on a continuous basis.

Based on the explanation above, it can be concluded that community service activities focusing on strategies for preparing human resources toward career success and business sustainability are highly important and necessary. These activities are expected to provide valuable insights, knowledge, and practical skills that can help communities face future changes in the workforce and business sectors. By improving the quality of human resources, it is hoped that communities will become more competitive and capable of contributing to sustainable economic growth.

METHOD

This community service activity was conducted online using the Zoom platform on February 5, 2026. The program was organized by CV Odis and involved participants from diverse backgrounds, including academics, students, and practitioners in the fields of business and human resource management. Approximately 30 participants took part in this activity. The

online format was chosen as an effective approach to facilitate participation from different locations while also improving the efficiency of material delivery.

The implementation method consisted of several main stages, including a material presentation session, interactive discussion, and a question-and-answer session. In the first stage, the speaker delivered material related to strategies for preparing competent human resources to face the challenges of the workforce and business environment in 2026. The topics presented included strengthening professional competencies, developing soft skills, utilizing digital technology in the workplace, and emphasizing the importance of career planning and sustainable business development.

After the presentation session, the activity continued with an interactive discussion involving all participants. During this session, participants were given the opportunity to ask questions, share experiences, and discuss various challenges they face in preparing for their careers or developing businesses. The discussion took place actively and dynamically, creating an exchange of ideas and insights between the speaker and participants. This methodological approach is expected to enhance participants' understanding and provide practical insights that can be applied to improve human resource development and support business sustainability.

RESULTS AND DISCUSSION

Results and Discussion

The implementation of the community service activity through the webinar held on February 5, 2026, demonstrated a high level of participation and enthusiasm from the participants. The activity was conducted online through the Zoom platform and was attended by approximately 30 participants from diverse backgrounds, including academics, students, and practitioners working in the fields of business and human resource management. Throughout the activity, participants actively engaged in each session, both during the presentation of materials and in the interactive discussion session. This indicates that the topic of strategies for preparing human resources to achieve career success and business sustainability is highly relevant to the current needs of society.

During the material presentation session, the speaker explained the importance of preparing human resources to face the ongoing changes in the world of work. Technological advancement and digital transformation have become key factors driving these changes. Many types of jobs are undergoing transformation, and some are even being replaced by automation systems and digital technologies. This situation requires individuals to continuously improve their competencies and skills in order to adapt to evolving conditions. Through this webinar, participants gained an understanding that the ability to continuously learn and develop oneself, often referred to as lifelong learning, is one of the main keys to facing future workforce challenges.

In addition to discussing the importance of individual readiness to face change, the material also emphasized the development of professional competencies and non-technical abilities, commonly known as soft skills. In the modern workplace, success is not determined solely by technical expertise but also by communication skills, leadership, teamwork, and the ability to solve problems effectively. The speaker explained that soft skills play a crucial role in improving individual performance and fostering harmonious working relationships within organizations. Therefore, the development of soft skills needs to be carried out continuously through training programs, work experience, and participation in organizational activities.

The discussion also addressed the utilization of digital technology to support career development and business activities. The speaker explained that digital technological progress has created various opportunities in both employment and entrepreneurship. Today, various digital platforms can be utilized to enhance productivity, expand professional networks, and support business development more effectively. Participants gained insights into the

importance of digital literacy as an essential competency that must be possessed by human resources in the modern era. The ability to utilize digital technology effectively can provide added value for individuals and increase their competitiveness in the job market.

In the context of business development, the speaker also highlighted the importance of innovation and adaptability to changes in the business environment. Businesses that are able to survive and grow are those that have flexible strategies and are capable of responding quickly to market changes. Technological advancements and shifting consumer behavior require business actors to continuously innovate in developing products and services that align with market needs. Participants who came from business practitioner backgrounds showed considerable interest in this topic, particularly in strategies for developing sustainable businesses amid increasingly competitive market conditions.

The interactive discussion session became one of the most important parts of the webinar. Participants took advantage of the opportunity to ask questions related to career development, competency improvement, and strategies for dealing with future workforce challenges. Some participants expressed that one of the main challenges they face is how to align their existing skills with the rapidly evolving demands of industry. In response, the speaker emphasized that individuals must demonstrate initiative and a proactive attitude in improving their competencies, for example by participating in various training programs, seminars, or courses relevant to their fields of interest.

In addition, several participants asked about strategies for starting and developing businesses in the digital era. In responding to these questions, the speaker explained that entrepreneurs need to develop clear business planning and thoroughly understand market needs. Furthermore, the utilization of digital technology, such as social media and online marketing platforms, can serve as effective tools for expanding market reach and increasing the visibility of products or services offered.

Based on the discussion throughout the webinar, it can be observed that most participants demonstrated strong motivation to continue developing themselves and improving their competencies. Participants also realized that career success is not determined solely by formal education but also by an individual's ability to develop additional skills that are relevant to industry needs. Therefore, it is essential for individuals to maintain an open mindset toward learning and to be adaptable to change.

Besides providing additional knowledge and insights, this webinar also offered benefits in expanding professional networks between participants and the speaker. The interactions that occurred during the activity enabled participants to exchange experiences, share information, and build professional relationships that may provide future benefits. This becomes one of the advantages of conducting community service activities online, as it allows individuals from different backgrounds to connect within a productive discussion forum.

Overall, the webinar activity provided positive contributions in enhancing participants' understanding of the importance of preparing human resources to face future challenges in the workforce and business environment. Participants gained new knowledge regarding strategies for competency development, the importance of mastering soft skills, the utilization of digital technology, and steps for planning careers and developing sustainable businesses. Through this activity, it is expected that participants will be able to apply the knowledge they have gained in their professional lives, thereby improving the quality of human resources and supporting career success and sustainable business development in the future.

CONCLUSION

The community service activity conducted through an online webinar on February 5, 2026, successfully provided valuable knowledge and insights to participants regarding strategies for preparing human resources to face future career challenges and achieve

sustainable business development. The participation of academics, students, and business practitioners created a dynamic learning environment where participants could exchange ideas, experiences, and perspectives related to career development and business sustainability.

The results of the activity indicate that participants gained a better understanding of the importance of developing professional competencies, strengthening soft skills, and improving digital literacy in order to remain competitive in the evolving job market. In addition, the discussion highlighted that continuous learning, adaptability, and innovation are essential factors that must be developed by individuals to respond to rapid technological changes and shifting business environments.

The webinar also emphasized the importance of strategic career planning and the utilization of digital technology in supporting both professional growth and business expansion. Participants recognized that success in modern careers and entrepreneurship is not solely determined by formal education but also by the ability to continuously develop relevant skills and adapt to new opportunities.

Overall, this community service activity contributed positively to increasing participants' awareness and readiness to face future workforce and business challenges. It is expected that the knowledge and insights gained from this webinar can be applied by participants in their professional and entrepreneurial activities, ultimately supporting career success and sustainable business growth.

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