

# Analysis of the Impact of Ideological and Political Work on the Construction of Enterprise and Public Institutions Talent Team

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**Abstract:** The deepening reform and development of the country has put forward new requirements for enterprises and institutions, and in this process, the leaders of the relevant units must adhere to innovative ideas, increase the importance of ideological and political work, and strengthen the construction of the talent team, to lay a solid foundation for the long-term development of enterprises and institutions. Currently, through the influence of the Internet, the staff's thinking presents a diversified development trend. The ideological and political workers of enterprises and institutions need to establish correct values for the staff through scientific methods and inspire their love and dedication to work, to achieve the goal of improving efficiency and cohesion of the core strength. Based on this, this paper analyses the impact of ideological and political work on the construction of enterprise and public institutions and the inadequacies that exist in the process of carrying out the relevant work, and puts forward the corresponding optimization strategy, hoping to be able to carry out the ideological and political work of the majority of enterprises and public institutions to provide advice and reference.

**Keywords:** Enterprises and institutions; Talent team construction; Ideological and political work

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## 1. Introduction

The rapid development of the Internet not only provides more convenience in daily life but also facilitates the exchange and fusion of various cultural knowledge both domestically and internationally. In this context, many young workers who have recently left school and entered the workplace can be misled by negative cultural influences that hinder their future development due to their immature ideology and values. Additionally, some workers may lack firm convictions and may become complacent over time, affecting their work efficiency. Therefore, ideological and political workers in enterprises and institutions should address these issues by optimizing their methods in line with the advancements of the times. They should promote the overall enhancement of the talent team's comprehensive quality, ensuring that each employee's ideological, ethical, and professional standards meet the expectations of the enterprise or institution for positive development.

## **2. The purpose of ideological and political work in enterprises and institutions**

### **2.1. Cultivate the spirit of solidarity and cooperation among workers**

The spirit of solidarity and cooperation is an excellent character that employees of enterprises and institutions should have. A good spirit of solidarity and cooperation can not only improve the efficiency and quality of work, but also optimize the working atmosphere, make the workers get along with each other more harmoniously, and achieve the purpose of building a harmonious society. However, at present, some enterprises and institutions in China lack the spirit of solidarity and cooperation, especially young workers. Affected by national factors, the current young workers are generally born in the 1980s, 1990s, or even 2000s, and many are only children, with no siblings. Growing up, they were more favored by their parents and families, which can result in a lack of cooperative skills. This, in turn, can make it difficult for them to quickly and effectively integrate with colleagues after starting work, reducing daily work efficiency.

### **2.2. Encourage workers' daily work enthusiasm**

Many employees of enterprises and institutions may develop complacency after years of work, leading to a lack of positive attitude and shirking responsibilities. This issue can impede the long-term development of enterprises, especially state-owned ones where such problems may be more pronounced. Ultimately, this stems from a failure to recognize the importance of their work, resulting in a focus on personal gain or loss and forgetting the original intention of serving the people. Therefore, it is necessary to rekindle their original commitment through ideological and political work <sup>[1]</sup>. China's excellent red culture has produced many outstanding figures who have selflessly dedicated themselves to the country and its people. By understanding these heroes' deeds through ideological and political work, workers can effectively overcome complacency and recognize the significance of their contributions to the community. This realization can inspire greater enthusiasm for their work, fostering a strong commitment to contributing positively to the development of the country and the well-being of its people.

### **2.3. Establishing correct ideological concepts of workers**

The basic content of ideological and political work is guided by the communist ideological system, centered on the four basic principles. It follows Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, the Important Thought of the Three Represents, and Xi Jinping Thought of Socialism with Chinese Characteristics in the New Era. It is also based on moral and patriotic education. This framework has significant historical importance and practical value, providing strong support for establishing correct ideological concepts among workers in enterprises and institutions. Nowadays, with the development of Internet technology, which is often saturated with misinformation and negative content, people's values can be easily influenced during their browsing. For example, the egoism propagated on the Internet is in serious contradiction with the idea of serving the people in the socialist environment of China. If the employees of enterprises and institutions fail to keep their conscience when browsing and are misled by such ideas, it may have a negative influence on their daily work, and may even engage in behaviors that are detrimental to the collective interests. For this kind of situation, it is necessary to provide ideological guidance to workers through ideological and political work, to establish their correct outlook on the three, and resist the intrusion of misinformation.

## **3. Current problems in the ideological and political work of enterprises and institutions**

### **3.1. Ideological and political education work system needs to be improved**

Currently, in many enterprises and institutions in China, their leaders are bound by traditional business ideas,

the daily work focus on economic benefits, and the lack of due attention to the ideological and political work, which led to the existence of several shortcomings in the work system. In this case, the content of ideological and political work is not interesting, and the workers often have resistance and a perfunctory attitude in the learning process, which seriously affects the performance of education <sup>[2]</sup>. Moreover, due to the leaders' focus on operational efficiency, many departments allocate their time to production work. As a result, ideological and political work is often seriously compressed, leading to a situation where efforts are “a tiger’s head and a snake’s tail”, initially strong but waning over time. This undermines the goal of improving the overall quality of the staff. Therefore, leaders must correct their misconceptions, recognize the importance of ideological and political work, and reasonably construct an effective system. This will enable them to achieve both economic benefits and ideological training, ensuring that workers, with a positive mindset, complete their tasks with high quality and advance the interests of the enterprise.

### **3.2. Lack of depth in education leads to work formalism**

In the context of the new era’s development, more young workers are entering enterprises and institutions to achieve their social value. However, due to the current period of cultural change, the individuality of young workers is more pronounced, leading them to focus more on personal feelings at work and view ideological and political work negatively, perceiving it as formalism. This issue arises because ideological and political workers in enterprises and institutions have not fully explored the educational value of their efforts, focusing only on superficial aspects without providing practical guidance. Coupled with the individuality of young workers, this has significantly diminished the effectiveness of ideological and political work. For example, when enterprises and institutions conduct such work, they often rely on talks, meetings, and reports with repetitive content and a lack of actionable standards. As a result, workers only passively receive the information, which severely impacts learning efficiency.

### **3.3. Failure to combine advanced information technology innovation and development**

The extensive use of information technology for all walks of life to carry out work provides great convenience; ideological and political work is no exception. Reasonable use of information technology can enrich the content of ideological and political education, and stimulate the interest of workers to learn so that they are fully committed to the work. However, at present, some of the ideological and political workers of enterprises and institutions have insufficient acceptance of new developments and fail to recognize the significant value of information technology. They continue to use traditional methods, leading to a lack of progress and an inability to keep up with times. Additionally, although some leaders have introduced information technology into their ideological and political work, the lack of professional and technical support has led to a lack of formality and substance in some of their work. For example, when using online software for training, the software operation method is cumbersome, and some older workers do not operate it well, which reduces the training effect. Therefore, most ideological and political workers in enterprises and institutions need to gain more knowledge related to information technology and hire professionals to assist with their work <sup>[3]</sup>.

## **4. Optimization strategies for ideological and political work to promote the construction of talent teams in enterprises and institutions**

### **4.1. Adhere to Xi Jinping’s thought of socialism with Chinese characteristics in the new era as a guide**

When carrying out ideological and political work, the majority of enterprises and institutions must adhere to Xi Jinping’s new era of socialist thought with Chinese characteristics as a guide to ensure the scientific and

authoritative nature of educational work and implement this theme into the overall work <sup>[4]</sup>. In addition, the Party organizations at the grass-roots level in enterprises and institutions should give full play to their advantages and strengthen publicity and education by relying on online platforms, such as youth refueling stations, workers' bookstores, and women's homes. For workers with ideological problems or unclear perceptions, offline interviews should be used to correct their misconceptions and popularize relevant knowledge, ensuring that workers can continuously enhance the "four consciousnesses", firmly establish the "four self-confidence", and achieve the "two safeguards". The "two safeguards" involve in-depth study and education on the history of the Party, new China, reform and opening-up, and the development of socialism, aiming to achieve unwavering faith, steadfast belief, and rock-solid confidence. Every employee is made to have an in-depth understanding of the specific contents of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, to improve the quality of ideological and political work.

## **4.2. Focus on the combination of theory and practice, and give full play to the value of ideological work**

"Knowledge gained from books is superficial; to truly understand, one must experience it personally". Enterprises and institutions must pay attention to the combination of theory and practice when carrying out ideological and political work, to avoid empty talk. Firstly, training activities should be conducted to help workers understand ideological and political content and draw insights from it. This can be achieved by issuing paper documents or publishing articles in online workgroups, ensuring that workers fully comprehend the written content. Following this, practical activities aligned with the content should be organized. For instance, when preaching the integration of ideological knowledge with work practice, workers can be grouped to complete tasks, with each group's work being scored. High-scoring groups can receive appropriate rewards, thereby stimulating enthusiasm for learning and work. This approach not only promotes the absorption of ideological knowledge but also allows workers to test its value in specific tasks, thereby building confidence in learning.

## **4.3. Combining information technology, optimizing the method of carrying out ideological and political work**

The application of advanced information technology in ideological and political work can, to a certain extent, improve the enthusiasm of workers to learn and promote their interest in knowledge. Traditional ideological and political work generally has boring content and a single form, which will take up a lot of time for the workers and cause dissatisfaction among them. Thus, the advent of the information age effectively solves this issue. Leaders of enterprises and institutions can hire professional information technology personnel to build an online ideological and political education platform, reducing the number of training forms similar to meetings and seminars, and allowing employees to use their spare time to study online. For example, in online lectures, employees can completely play the lecture content with their mobile phones after returning home from work, and listen to it while resting. To remove the boring nature of ideological and political work, small videos, microfilms, and other methods can be used to allow employees to master more knowledge in a relaxed and pleasant atmosphere. Moreover, enterprises and institutions can also use popular media platforms to publish more content related to ideology and politics, thus enriching the spiritual world of workers. For example, employees can be encouraged to write articles with healthy content and publish them on the public platform of the unit after review for other employees to read and browse.

## **4.4. Organize diversified activities to integrate ideological and political education**

Relying solely on theoretical learning and daily work cannot fully realize the potential of ideological and political

work and may lead to employee boredom. Therefore, ideological and political workers should organize diverse and engaging activities that incorporate ideological and political education. By making learning enjoyable and heartfelt, employees can develop a genuine interest in ideological and political education through these activities [5]. Enterprises and institutions should formulate scientific, reasonable, and fun-filled activities according to their development. Taking the spirit of unity and cooperation as an example, a doubles table tennis match can be held to test the tacit understanding of the participants. Before organizing the activity, the importance of unity and cooperation should be clearly explained. After the activity, it is necessary to summarize the issues arising from the cooperation of each group and put forward suggestions for improvement. Additionally, speech contests can be held to encourage employees to talk about their insights gained in ideological and political education, and to encourage knowledge sharing and exchanges among employees. This kind of activity can not only improve the efficiency of ideological and political work but also the cohesion of core competitiveness within enterprises and institutions, laying the foundation for future long-term development.

## 5. Conclusion

To sum up, enterprises and institutions carry out ideological and political work from the perspective of innovation, which can comprehensively optimize the construction of the talent team and thus improve the efficiency of work. Therefore, the ideological and political workers of the majority of enterprises and institutions should maintain a high degree of attention, improve and innovate the method of carrying out ideological and political work, and pay attention to avoiding formalistic training, so that every employee can make progress in learning. Furthermore, ideological and political workers should also ensure their high standards of ideological and moral level, and set an example for the majority of workers in their daily work. Only in this way can enterprises and institutions stand in the wave of the times.

## Disclosure statement

The author declares no conflict of interest.

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