Improving Employees’ Engagement and Communication: A Case Study of Professional Accounting Services (PAS) Chiangmai, Thailand

Koravich Kharnijor
MMOD, Graduate School of Business
Assumption University of Thailand

Abstract

This research focused on engagement and the communication as most common factors that affect the people in an organization to be more productive. After a thorough analysis and consultation with the management team of PAS organization, the need for improvement for internal productivity exists. Therefore, OD interventions (ODI) were conducted to increase the level of employees’ engagement and communication between the management and the employees to improve productivity. A total of 3 ODI were conducted: team building activity, group sharing session, and Whole Brain Literacy (WBL) coaching. The results of the activities were all in the positive aspect. Both qualitative and qualitative data collected showed positive outcomes especially in the area of communication understanding and internal working productivity. The engagement, communication understanding, and productivity increased by 2.74%, 10.47%, 7.86%, respectively.

Keywords: engagement, communication understanding, internal productivity, organization development interventions

Introduction

The rise of the need for more human capabilities to perform the work has doubled for the last 50 years (Martin, 2014). Based on OPIC Company’s journal, a professional organization, team, and personnel improvement consulting firm, it is the time for companies to shift the view of human resource development into a new format to serve an increasing demand. That is to start thinking more of staff development that could fulfill and align with organization long term goals, and objectives rather than implanting a specific necessary skill to each employee to be competent for a task. It is time to build staff competencies so that they are more capable and be able to lead the company and to cope with internal and external changes that the company encounters in this rapid changing and high competitive economy. The employees who can understand the connection between their development and the organization goals and objectives can lead the company forward with greater success in long run.

By this fact, it means that both the employees and the companies need to adapt. The employees need to be more capable; increase their productivity to do more while the companies themselves need to understand more about their employees as well as letting