ABSTRACT

In the present competitive world of business, organizations need constant improvement on their organizational performance in order to survive in the unprecedented changes. Many previous research studies revealed that employee performance had positive relationships directly to organizational performance and customer satisfaction; as employees are nobody but the customers themselves (Muthupandian, 2011). Additionally, several existing literatures pointed out the strong linkages between Leadership Management, Employee Engagement, and Organizational Performance (Cummings and Worley, 2008; Richman, 2006; Shaw, 2005; Robinson et al., 2004).

This research study focused on the benefits of leadership management and employee engagement in terms of team working. The main purpose of the action research was to develop cross-cultural leadership skills as well as cross-cultural teamworking skills of Best Water Technology (Thailand), a multinational enterprise in Thailand, through Organization Development Interventions (ODI) by implementing Whole Brain Literacy (WBL) together with Neuro Linguistic Programming (NLP). The action research was conducted in three phases (pre-ODI / ODI / and post-ODI) in order to determine the differences between the pre-ODI phase and the post-ODI phase. Data was collected from self-assessments, questionnaires, observations, and interviews.

WBL and NLP involved in the development of human potential as improving the potentials of each human from within and drawing them out. The findings of this research disclosed that WBL and NLP concepts implemented in OD interventions during 4 months were effective and would not only value for personal development
but also for organizational development as they developed cross-cultural leadership skills and cross-cultural teamworking skills to better stage.

As far as the future research was concerned, researcher would recommend that multicultural organizational development (MCOD) might be a valuable area for further study.