

**The Impact of OD Process Consulting on Goal Setting, Performance Feedback,
Employee Motivation, Teamwork, and Job Performance:
An Action Research of Small and Medium Enterprise (SME) Manufacturer**

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Abstract

This research determines the impact of OD Process Consulting on Goal Setting, Performance Feedback, Employee Motivation, Teamwork, and Job Performance in a Small and Medium Enterprise (SME) Manufacturer. The action research compared the difference of these five variables between pre-ODI and post-ODI of 71 respondents in production department of the company. To improve the level of these five variables, ODI activities were designed and implemented. These ODI activities included setting intermediate goals and official goal, revising personal incentive, creating department own digital-format performance feedback system, skill training on performance data mining and analysis, implementing best performance employee board, fishbone brainstorming, active meeting, relationship building through football activity. The findings showed that ODI was effective to all variables. Goal Setting, Performance Feedback, Employee Motivation, Teamwork, and Job Performance showed statistically significant differences after ODI activities implemented. There was improvement on all variables after the implementation of ODI.

Keywords: organization development, organization development intervention (ODI), goal, goal setting, performance feedback, motivation, teamwork, job performance

Introduction

In 2014, the Thai textile industry faced low demand of its main customers from US, EU, and Japan because of their slow economic growth, creating fierce global competition. Thai textile manufacturers also faced hostile domestic business environment such as labor scarcity, high level of minimum wage cost, high energy price, political instability, and lack of government support.

TTC Co., Ltd is a knitted fabric supplier for apparel especially for casual wear, children wear, and underwear. In addition to hostile business environment, the company also experienced internal struggle. The company had poor job performance such as delayed delivery, high production cost, and inconsistent production quality. Those problems caused by several factors such as urgent orders, delayed raw material procurement, poor master

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