Exploring Employee Effectiveness using “The 7 Habits of Highly Effective People” as a Framework: A Case Study of PRG Group

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Abstract

The purpose of the study was to explore employee effectiveness using “The 7 Habits of Highly Effective People” which are personal responsibility, personal vision, personal management, mutual benefit, empathic communication, creative cooperation and self-renewal as a framework and offer the recommendations for enhancing employee effectiveness. Quantitative data were collected from 55 respondents who completed the 7 Habits of Highly Effective People course - working at PRG Group thru the form of the Google Form pattern was sent via Line application. The results indicated that only self-renewal has significant influence on employee effectiveness, and it has the most influence on employee effectiveness. For demographic factors - gender, age and working period have no significant difference on employee effectiveness. The results aligns with the theoretical framework by (Covey, 1989) in the 7 Habits of Highly Effective People that Sharpen the Saw (self-renewal) surrounds all the habits, because it simply put and it is the habit that make other habits. It could be interpreted that employee should invest in themselves to taking care and strengthening four dimensions of their life: Body, Mind, Heart, and Spirit with routinely and consistently balance self-renewal.

Keywords: employee effectiveness, the 7 habits of highly effective people, self-renewal

Introduction

Several organizations today are facing dramatic challenges and changes in their markets and technologies or other factors. These challenges require knowledge, skills, competent, efficient, and mindset of employees to achieve the organizational goals with sustainable and stable. To develop skills, competencies and mindsets in employees, training plays an essential role along with motivation and encouragement. Training is becoming more important to many organizations for their survival, growth and get competitive advantage among competitors. Training outcome have affected to both of employees’ and organizational goals and it is considered as an important and necessary human resource practice that can impact on organization’s achievement. (Zahra, Iram, & Naeem, 2014)

Training is defined as a factor enhancing the present or future performance of employees by increasing their ability to perform via learning or changing their attitude that lead to increase their skills and knowledge. (Conti, 2005) Training or development program is the most