

ABSTRACT

This study primarily focuses on the good leadership characteristics in the private sector of Thailand. Since there has been lack of information regarding the good traits and style of leadership needed for leaders in Thailand, the survey is conducted to identify what effective leadership is and what factors are related to develop leadership potential.

The questionnaire is used as a research tool with one hundred sampling population who are mid-to senior-level workers from various offices in Bangkok. The data analysis is done by using SPSS software program in evaluating the result in terms of percentage. The result show that there is a relationship between good leadership and some variables of background characteristics such as education level and working experience. The leadership potential will be developed through training courses or seminars that provide good characteristics and through practicing leadership traits.

This study also provides the information about the various styles and characteristics of the effective leaders to let the readers enhance the knowledge about the leadership and develop leadership traits that will bring benefits to individual and organization successfully.