

USING ACTIVITIES AND PERSONALITY ANALYSIS ON NEGOTIATION TRAINING COURSES FOR PERSONNEL IN PRIVATE ORGANIZATION

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ABSTRACT

This article aims to study the using activities and personality analysis on negotiation training courses for personnel in private organizations. The objectives of this study are: (1) to create activity patterns and procedures for personality analysis; (2) to study the satisfaction on learners after using the activities and personality analysis. The target group is personnel in leading automotive technology private organizations in Thailand. There are 54 learners from 2 classes. The finding is (1) Using 4 card game, DISC model and SCARF model as activity patterns in the classes. There are steps in order to do activities as follows: 1. Lectures on models, theories and methods for doing activities and personality analysis. 2. The learners analyze their own personality through various activities and theories. 3. The learners present their own analysis to others. 4. The learners analyze their customers' personality that they have to convince. 5. The learners present their customers' personal analysis. 6. The learners use case studies that are unsuccessful to persuade by analyzing their customers' personality and using various models and theories. 7. The learners analyze customer needs and offer any approaches for persuasion. 8. The learners present what is analyzed by others; (2) The results of learners' satisfaction after using activities and personality analysis on negotiation training courses were at a very good level. The learners commented that all activities were not boring. These are skills that can be put to good use in the workplace.

Keywords: Activities, Personality analysis, Negotiation training courses, Thai private organizations

INTRODUCTION

Before the salesperson makes that sale or negotiates. It is essential to understand the type of customer before putting in place a negotiating strategy which was before sellers will classify customers into 4 categories: 1. Classified by consumer objectives (Consumption Category) 2. Classified by frequency of purchases (Frequency Category) 3. Classified by purchasing personality (Personality Category) and 4. Divided according to purchase decision (Decision-Making Category) [1]. The personality category can be divided into 4 categories similar to the DISC theory that researchers are interested in creating activities to improve their negotiation skills, but another theory, SCARF MODEL, has not yet appeared in the classification of customers in sales textbooks in Thailand. Therefore, we are interested in using SCARF MODEL theory to create activities to improve negotiation skills. This article aims to study the using activities and personality analysis on negotiation training courses for personnel in private

organizations. The objectives of this study are: (1) to create activity patterns and procedures for personality analysis; (2) to study the satisfaction on learners after using the activities and personality analysis. The target group is personnel in leading automotive technology private organizations in Thailand. There are 54 learners from 2 classes.

LITERATURE REVIEW

In this study, three different reviews were reviewed: 1. The importance of training; 2. Negotiation 3. Personality, with details as follows:

1. The importance of training. Somnuek Kaewvilai [2] discusses the importance and necessity of training: people are considered valuable resources and can add value to things because people have accumulated knowledge, understanding and experience that can be used to improve their work. Training is an important part of improving the quality of people and of the job because training is the process of allocating knowledge, techniques, and academics to work in order to change the thinking and behavior of personnel to be desirable for the organization. Therefore, training is very important and necessary for all departments because it is a way of developing people to achieve greater quality and efficiency in their work. Training is therefore very important and highly needed. Somchart, Kityeong and Aradhrey Nathung [3] discuss the importance of personnel training to the organization, namely: (1) Impress employees who come to work so that new employees have a positive attitude towards their boss, colleagues and assignments (2) Increase work efficiency to encourage employees to be more enthusiastic and active. (3) When preparing to expand the organization's work. (4) Develop the organization's employees to keep up with the advancement of production efficiency technology, both in terms of quantity and quality. (5) Build morale and encouragement for employees in the organization to ensure job security. (6) Add speakers who contribute to the improvement of the quality of life of the organization's employees. (7) Reduce material wastage. (8) Build solidarity among employees working together. (9) It encourages lifelong learning in order to have the possibility of continuous improvement. Success in organizational development also depends on other factors, such as the characteristics or management styles of leaders. Does this organization have a recruitment system that allows for the recruitment of better people? Finally, along with the clarity of the chain of command, there is the morale of the people within the organization who have a passion for the organization.

2. Negotiation. Negotiation refers to the fact that one person has a desire for one thing and then uses his or her ability to communicate to make an agreement with the other party who has the power to make an agreement. Some proposals were presented in exchange for what they wanted. To achieve success requires a lot of elements to achieve success. Negotiation can be divided into three categories: 1. Individual negotiation, 2. Corporate negotiation, and 3. National negotiation [1]. This research focuses on individual negotiation, even if the negotiators are representatives of the organization. The composition of the negotiation consists of 1. Person 2. Parties 3. Proposal 4. Response 5. Negotiation 6. Decision 7. Conclusion. In this research, business models and procedures for conducting identity analysis activities are used to acquire persuasion and negotiation skills. The attributes of a good negotiator are: (1) Must have a positive attitude in negotiations. (2) Must be an analyst and have a good plan. (3) Must be able to enter into negotiations with access to the issue. (4) Aim for a win-win

settlement on both sides. It can be seen that the second feature is that negotiators must analyze their negotiating partners in order to be able to plan good negotiations. This research creates an activity model that will make it easier for negotiators to understand and analyze their negotiating partners.

3. Personality. According to the Dictionary of the Royal Academy [4], the meaning of personality is defined as referring to a specific condition of character.

Jirasuk Suksawat [5] says that personality refers to the holistic attributes of a person whose work system is intertwined. It is unique and can be changed in the adaptation process of a person. Personality consists of internal and external attributes.

Vilaiwan Srisongkram [6] says that personality refers to all the overall characteristics of a person that constitute external characteristics such as appearance, mannerisms, and internal characteristics such as quirks, thoughts, beliefs, emotions, and intelligence, which determine the expressive patterns of unique behavior. As a result, individuals are different.

Noppamas UngPhra Theravekin [7] says that personality is a psychological structure, which is a complex notion that combines a person's special gene background and learning history.

Sriruen Keawkwangwan [8] says that personality refers to a person's individual traits in different aspects, both internal and external, that cannot be clearly separated from each other. Because there is a connection to the same network that is forged from genetics, culture, learning, adaptation, and the environment.

In short, personality is a specific trait, appearing as internal and external characteristics that have been genetically assimilate, learning, culture, and adapting to the environment. The importance of personality psychology [5] is as follows: (1) Knowing and understanding oneself. (2) Knowing and understanding other people and accepting differences between individuals. (3) Feeling valued, meaningful, and self-confident in a person. (4) Recognition by groups and society. (5) Personality psychology can predict behavior. In number 5, which says that personality psychology can predict behavior, it is consistent with the concept of researchers who believe that if the trained person understands the types of individuals according to DISC and SCARF MODEL, personality theory, they can predict the behavior of the negotiating partner, thus allowing the learner to analyze the negotiating partner and lead to a good negotiation plan.

DISC Theory divides people into four categories [1]:

1. Driver or Controller means personality of people who believe in themselves highly, prefer to talk about their own achievements, aim for goals and results, value work rather than relationships, be bold, be enterprising, be direct, sincere, and act quickly, high leadership, impatience, prefer short conversations, concise, thematic, relevant, and results- seeing results.

2. Influencer or Promoter refers to a personality that requires acceptance, self-belief, good interpersonal skills, focus on participation, prefers modernity, popularizes the broad picture, don't like going into detail, high imagination, emotions transcend reason, use good nonverbal language, a good speaker personality, and something new to offer.

3. Steadiness or Facilitator means the personality of a person with outstanding friendships honors people, high anxiety, love for safety, focus on relationships rather than work, prefer friendly communication.

4. Compliance or Analyzer refers to the personality of a reasonable person, respecting the rules, rules adherence to the principles of facts, do something with a sequence of steps, focus on cause and effect as a location, like communication that the speaker is trustworthy about and has reference evidence.

SCARF MODEL is a factor that will help give the person the ability to socialize or be rewarded by the group, because the brain responds to various stimuli. When certain experiences occur, the brain reacts with a higher adrenaline content. That which affects comes from the mind, collaboration, focus planning, determination, negative emotions, thinking and feeling of injustice. The difference in response depends on social factors, but nevertheless, if a person is frequently socially acted upon by the above factors, stress accumulates and the person finds a way to avoid it, and many times these things happen in the workplace. David Rock selected the SCARF MODEL [9] to build a secure relationship based on these five factors:

1. Status is a characteristic or a role that is reflected in the social group they live in—the home, the workplace, the society, the country. When a person is valued or sees value in that state. Strong emotions and potential are reflected. Human beings prefer to feel better than other people. By accepting status, the person who values that factor feels comfortable and responds positively.

2. Certainty can make people who believe in this factor feel safe to predict the future. If people seize this factor cannot predict the future, they will feel insecure, anxiety and emotions can flow out, such as changing appointment dates, changing schedules or topics, causing stress on these individuals. Therefore, by providing accurate information, by giving confidence in what they fear, it will contribute to greater stability.

3. Autonomy is a sense that you can control your own actions and processes, separate from rules and regulations of others. If the power of control is on the other side, the person cannot control their own autonomy. A person is going to feel uncertain and develop negative emotions.

4. Relatedness, connections with others, a person feels safe when they connect with others. If they have friends around, they will feel safe and emotionally positive. Without friends around, they will feel insecure, not daring to make decisions.

5. Fairness, people will value justice, equality, compliance with principles and rules. If anything make they feel unjustified, they will feel unhappy and insecure, such as overtaking, being exploited, to which a person will immediately react negatively.

OBJECTIVE

This article aims to study the using activities and personality analysis on negotiation training courses for personnel in private organizations. The objectives of this study are: (1) to create activity patterns and procedures for personality analysis; (2) to study the satisfaction on learners after using the activities and personality analysis.

METHODOLOGY

This research methodology is as follows: researchers gathered documentary information from researching books, textbooks on negotiation and textbooks on personality theory to create activities that will be used to train personnel in negotiation courses. There are two types of research tools: 1. Identity analysis activities and 2. Training evaluations from trainee organizations. There is a research process as follows:

1. Study documents, books, textbooks on negotiation and personality theory to create appropriate activities for use in training
- 2) Gather identity analysis activities from the researcher's teaching experience over 20 years to be used in training
- 3) Create activities based on the concept of identity analysis
- 4) Have experts examine tools and implement activities to improve
- 5) Apply activities to teach personnel in the organization
- 6) Evaluate training results
- 7) Analyze and summarize results, write as a report.

2. Data analysis is divided into two parts: content analysis to identify training patterns and procedures for developing personnel in negotiation courses, and analysis of training satisfaction assessment results using simple statistics e.g. percentage, etc.

V. RESULTS OF RESEARCH

There are 3 types of activities and procedures for conducting identity analysis activities for the training of negotiation courses for personnel in private organizations. 1) 4 card activities, 2) DISC theory activities, and 3) ACTIVITIES based on SCARF MODEL theory.

- 1) 4 card activity, an activity that analyzes one's personality from 4 cards.

1. Always cards, cards that reflect character traits that are frequently done.

2. Sometimes cards, cards that reflect 2 character's traits that are polar opposites but are in us, such as being diligent/lazy. In this card, a percentage must also be included in each character trait, such as diligent 70/ lazy 30, etc., and enter # to see the situations or conditions that cause the habit or express it, such as being diligent, #working with other people, and being lazy, #work on yourself, etc.

3. Rules card, is a card of belief, values that are adhered to, and rules are the rules that applies to oneself or others, such as punctuality, prudence, etc.

4. Unknown card is a card that is an unconscious character trait. This card will only describe the concept, but it will not do the activity, as it is a card of ignorance.

This activity allows learners to analyze their own characteristics based on the characteristics of each card and present it to others, as well as use case studies for analysis.

- 2) DISC theory-based activities that identify the characteristics of the four types of people will allow learners to understand the differences and goals of the four categories of people, leading to different types of thinking and decision-making, and allowing learners to analyze their own characteristics and partners and present them to others.

- 3) SCARF MODEL Theory-based activities describe the five factors that cause people to respond differently based on their status, certainty, freedom, relevance, and justice, and allow learners to analyze their own characteristics and their partners and present them to others.

Figure 1
Explaining the principles of 4 Card activities
Source: Kusuma Teppharak



Figure 2
Giving an example of SCARF MODEL
Source: Kusuma Teppharak



There are steps in order to do activities as follows:

1. Lectures on models, theories and methods for doing activities and personality analysis.
2. The learners analyze their own personality through various activities and theories.
3. The learners present their own analysis to others.
4. The learners analyze their customers' personality that they have to convince.
5. The learners present their customers' personal analysis.
6. The learners use case studies that are unsuccessful to persuade by analyzing their customers' personality and using various models and theories.
7. The learners analyze customer needs and offer any approaches for persuasion.
8. The learners present what is analyzed by others;

The results of learners' satisfaction after using activities and personality analysis on negotiation training courses were at a very good level. The learners commented that all activities were not boring. These are skills that can be put to good use in the workplace. Similiar as the research of Kusuma Teppharak [10] named The Application of Acting Activities to Communication Skills Training of Private Organization Personnel is a mixed method research with the objectives of 1.) applying acting activities to training sessions related to communication skills of personnel in private sector organizations, and 2.) examining the satisfaction associated with said utilization of acting activities in communication skills training of personnel in private sector organizations. The study has observed that activities related to acting can be applied to communication skills training in seven different ways, namely 1.) physical activities, 2.) mental and focus-related activities, 3.) imagination-based activities, 4.) activities related to improvisation skills and role-playing, 5.) activities related to beliefs, 6.) vocal training activities, and 7.) acting activities based on performance plays. These activities can be used in addressing various communication skills for private sector personnel, as they can help in elaborating the key concepts and in promoting increased understandings of such concepts, which lead to improvements in communication skills as the final expected outcome. The skills which are observed to benefit from these activities include, but are not limited to, skills related to receiving and transmitting information, presentation skills, persuasion skills, cross-discipline communication, and dispute settlement skills, etc. Evaluation of satisfaction levels for this approach to communication skills training exhibits "good" to "very good" levels

of satisfaction. The majority of attendees are satisfied with the sessions' atmosphere, due to the interesting and creative nature of the activities, spurring constant interest throughout attendance time. In addition, the outcome of the activities can be further utilized in the actual working environment. These findings suggest that acting and performance arts serve society in ways beyond simply producing actors/actresses to cater the needs of the entertainment industry, as they contribute significantly to the learning process of personnel and individuals in private organizations, by enhancing their creative and effective communication skills.

Figure 3. All lesson summary
Source: Kusuma Teppharak



DISCUSSION

Researching this subject, there are two interesting points in the resulting discussion:

1. Persuasiveness leads to meaningful negotiations. Knowing how to analyze the negotiating partners will help to understand the parties to the negotiation and shorten the negotiation time. Because by knowing what types of people and factors people use to make decisions. It will result in a more targeted and structured negotiating plan.

2. Caution when using identity analysis activities is to have a theory that indicates the type of person or factors that influence his or her response. It is impossible to confirm that an individual is 100% theoretical because humans are different from DNA and the environment. This difference means that thinking, decisions and behaviors can vary somewhat, but theory can also help to make rough predictions of behavior in advance. And the main plan can be conceived in negotiations, but human differences are expressed at various stages of the intensity of behavior. Negotiators need to be aware of it, and a backup plan is prepared.

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