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BENEFITS OF PERSONALITY DEVELOPMENT TRAINING

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ABSTRACT

Success starts with the proper mindset and good personality helps. The modern competition from ASEAN and globalization pose a very high competition level for Thai students. Personality development and improvement is increasing significance for these students to have a starting level of employment both in domestic and international career. Personality development is one of the key successes to have a career in ASEAN and globalization. Suan Sunandha Rajabhat University students are offered with a great opportunity to learn about the important of personality development. The objectives of this study were to investigate students' personality development as well as to offer ways to find the ways that students would continue their process at home after finishing the training. This survey research study employed both quantitative and qualitative research technique in order to offer the findings and suggestions for the research questions and research objectives. A total of 100 students who were in the personality trainings at the first quarter of the year 2018 was interviewed via English questionnaire. Data collection was conducted with questionnaire to elicit their data, opinions, and comments. About ten students who were in training sessions was chosen for an in-depth interview to gain more information of how to improve both the process of training and the outcome of training. Statistical description and analysis were performed by using both SPSS program and Excel program. Percentage, mean, and standard deviation, t-test and ANOVA were used for data analysis and generated results. The findings of the study reveal some significant facts that there were remarkable personality and confident improvement of these students who participate in the training. The personality improvement of students included high level of optimistic, pay more attention of their dress and their postures, learn more important social skills, and maintain high self-esteem.

Keyword: Personality Development, Training, Benefits, Success

Introduction

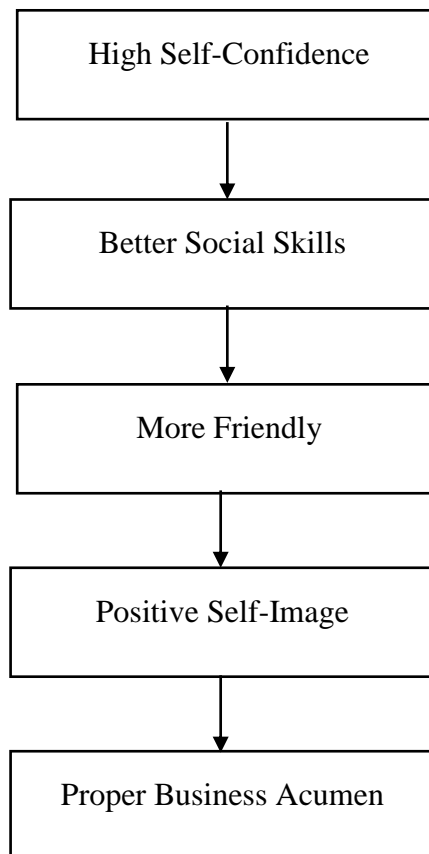
Personality development is vital for students who aim to enter the world market as well as ASEAN market. In today's competitive environment delivering high performance is the key for a sustainable competitive advantages. Personality development helps to gain more confidence and better image and does have a positive effect on an organization's profitability. High confidence is a foundation of business acumen and business success in the modern world. There are numerous studies that have looked at the impact of personality development and its benefits to the both an individual and organization. It often found a positive link between better personality development and high performance and low turnover rate of the employees. Many researchers point out the fact that better personality improvement of employees share positive experience to customers and co-workers and more likely to bring positive force in form of high productivity, better image, and high service quality in the daily work. Business success model for both individual employees and office management starts with the proper mindset and good personality of the employees. The intense modern competition from ASEAN and globalization pose a very high competition level for Thai students who are entering the job market for the first time. In order to increase their level of confidence in the international work place, personality development and improvement is increasing significant training programs for these students to be better prepared to have a starting level of employment both in domestic and international career. Personality development, is widely accepted by many business researchers, is one of the key successes to have a career in ASEAN and globalization. Suan Sunandha Rajabhat University students are offered with a great opportunity to learn about the

important of personality development. The question is what is the direct benefit of this program of personality development to the students of Suan Sunandha Rajabht University? The author of this research study is interesting in searching for the answer of this question.

Research Methodology

In order to find the answers for this research study, there are five research process: research questions and objective, data collection, data analysis, interpretation of finding, discussion and conclusion. The main objectives of this research study were to investigate and examining students' personality development as well as to offer ways to find the ways that students would continue their process at home after finishing the personality development training. This survey research study employed a mixed of both quantitative and qualitative research technique in order to offer the findings and suggestions for the research questions and research questions, and objectives.

Fig 1. Five important benefits from Personality Development Training



About 100 students who were in the personality development training programs at the first quarter of the year 2018 was randomly interviewed via English questionnaire. Data collection was elicited and conducted with questionnaire to obtain their data, vital opinions, and useful comments. About ten students who were in personality development training sessions were randomly chosen for an in-depth interview to obtain more information of how to better improve both the process of personality development training and the outcome of personality development training. Statistical description and analysis were performed by utilizing both statistical SPSS program and Excel program. Percentage, mean, and standard deviation were used for data analysis and generated proper results.

Findings

TABLE 1. IMPORTANCE OF BENEFITS OF PERSONALITY DEVELOPMENT TRAINING

	Mean	S.D.	Rank
Benefits			
1. Self-Confidence	4.03	0.99	1
2. Better Social Skills	3.91	0.79	2
3. More Friendly	3.88	0.72	3
4. Positive Image	3.71	0.89	4
5. Proper Business Acumen	3.56	0.81	5

From table 1, the majority of respondents had rated these five benefits of personality development as most important. The first important benefits of personality training program was “Self-confidence” which was rated with the mean of 4.03 and standard deviation of 0.99. The second important benefits of personality training program was “Better Social Skills” which was rated with the mean of 3.91 and standard deviation of 0.79. The third important benefits of personality training program was “More Friendly” which was rated with the mean of 3.88 and standard deviation of 0.72. The fourth important benefits of personality training program was “Positive Image” which was rated with the mean of 3.71 and standard deviation of 0.89. Finally, the fifth important benefits of personality training program was “Proper Business Acumen” which was rated with the mean of 4.03 and standard deviation of 0.99.

In terms of the findings from qualitative method, the findings actually concurred and were corresponding to the major finding of quantitative method. The findings of the study reveal the comments from the focus group that there were remarkable personality and confident improvement of these students after their participating in the personality development training. Certainly, there were many benefits from personality development training programs. The personality improvement of students included high level of optimistic, gain a high self-confidence, pay more attention of their dress and their postures at all times, learn more important social skills and business etiquette, and maintain high self-esteem in both daily life and daily working life.

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