

A STUDY ON THE NLP (NEURO LINGUISTIC PROGRAMMING) TRAINING TO THE EFFECTS OF THE EMPLOYEES' ATTITUDE SHIFT UNDER BUSINE

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ABSTRACT

BUSINESS REVOLUTION IS A NECESSARY CHALLENGE FACED BY ORGANIZATIONS IN A FAST CHANGING ERA, AS WELL AS AN ULTIMATE TEST THAT THEIR EMPLOYEES MUST PASS. AN ORGANIZATION'S SURVIVAL OR REVOLUTION ARE AFFECTED BY MANY REASONS, AMONGST WHICH ISSUES RELATED TO "PEOPLE", HOWEVER, ARE SELDOM ADDRESSED, AND THEREFORE CHOSEN TO BE THE SUBSTANCE OF THIS THESIS. TO EXPLORE THIS CHALLENGE FROM THE PERSPECTIVE OF "PEOPLE", BUSINESS REVOLUTION NEEDS TO CONFRONT WITH FIVE MAJOR ISSUES: 1.THE FLOW OF VARIOUS INFORMATION FROM BOTH INSIDE AND OUTSIDE OF THE ORGANIZATION. 2.THE ORGANIZATION'S SENSITIVITY TO ITS ENVIRONMENTAL CHANGES, BOTH INTERNAL AND EXTERNAL. 3.THE ORGANIZATION'S CREATIVITY AND INNOVATIVENESS. 4.THE ORGANIZATION'S BEHAVIORAL FLEXIBILITY TO ADAPT TO CHANGES. 5.THE ORGANIZATION'S ABILITY OF LEARNING AND RE-LEARNING. THE EFFICIENCY OF AN ORGANIZATION IS CLOSELY RELATED TO HOW ITS EMPLOYEES FACE THESE ISSUES. TODAY, EMPLOYEES ARE IMPORTANT ASSETS OF ORGANIZATIONS, AND THE OUTPUT OF ORGANIZATIONS DEPEND HEAVILY ON THEIR EMPLOYEES' CAPABILITIES TO EXERCISE THEIR SKILLS IN FULL. THUS, WHEN EMPLOYEES ARE FACED WITH BUSINESS REVOLUTION, CHANGE OF "STATE" (OR MENTALITY) BECOMES THE KEY TO WHETHER THEY CAN EFFECTIVELY SOLVE PROBLEMS. NEURO-LINGUISTIC PROGRAMMING (NLP) IS AN APPLIED PSYCHOLOGY FOCUSING ON THE STUDIES OF HUMAN SUBJECTIVE EXPERIENCES, AND THROUGH THE STUDY OF INTERRELATIONS OF THE OPERATION OF BRAIN, LANGUAGE AND HUMAN INTERNAL EXPERIENCES, TO UNDERSTAND THE FORMATION OF HUMAN THINKING AND BEHAVIORS. THEREFORE, IT CAN BE APPLIED IN THOSE PROBLEMS INVOLVING INTERPERSONAL COMMUNICATION, SELF-GROWTH, EMOTIONAL MANAGEMENT, BELIEFS AND VALUE, AS WELL AS EDUCATIONAL LEARNING. ITS UNIQUE PRESUPPOSITIONS POINT OUT EFFECTIVE BASIS OF HUMAN BEHAVIOR AND THINKING; ITS MULTIPLE THINKING MODELS AND PERSPECTIVES EXPAND THE EFFECTIVENESS OF THINKING; ITS COMMUNICATION MODELS INTERPRET THE FORMATION AND TRANSFORMATION OF HUMAN CONSCIOUSNESS AND SUB-CONSCIOUSNESS; ITS MULTIPLE CHANGING METHODS PROVIDE NUMEROUS WAYS FOR SOLVING PROBLEMS, AND COULD THEREFORE CHANGE THE "STATE" OF EMPLOYEES WHO ARE FACED WITH PROBLEMS. EACH POSITION AND JOB LEVEL WITHIN AN ORGANIZATION HAS DIFFERENT WORK TO CARRY OUT AND RESPONSIBILITIES TO BEAR; WHILE DIFFERENT JOB SENIORITIES RESULT IN DIFFERENT WORK EXPERIENCES, AS WELL AS DIFFERENT "STATE" TOWARDS TASKS, AND THUS, REQUIRE DIFFERENT CHANGE OF "STATE" DURING THE PROCESS OF A BUSINESS REVOLUTION. EXECUTIVE MANAGEMENT, MIDDLE MANAGEMENT, EMPLOYEES AT THE BASE LEVEL, AS WELL AS SENIOR, JUNIOR AND NEW EMPLOYEES ALL FACE DIFFERENT PROBLEMS, WHICH DETERMINE THE DIFFERENT "STATE" TO WHICH THEY NEED TO CHANGE. THE RESULTS OF ANALYSES OF LEARNERS' SELF-EVALUATION OF THOSE HAVING RECEIVED NLP TRAININGS, AND IN-DEPTH INTERVIEWS WITH OTHER RELATED LEARNERS IN BOTH TAIWAN AND HONG KONG SHOW, 86% OF THE LEARNERS IN HONG KONG FELT THAT NLP GREATLY ENHANCED THEIR "STATE", AND 100% OF THE SAME GROUP FELT THAT NLP TRAINING WAS HELPFUL IN ENHANCING "STATE". MEANWHILE, WITH REGARD TO LEARNING "HOW TO CHANGE STATE TIMELY", LEARNERS IN TAIWAN AVERAGED 4.1 OUT OF A TOTAL SCORE OF 5; THAT IS, LEARNERS FELT THEY FULLY UNDERSTOOD HOW TO CHANGE STATE. DURING THE PROCESS OF IN-DEPTH INTERVIEWS AT HORWATH TAIWAN TRAINING CENTER, LEARNERS ALSO EXPRESSED THAT NLP TRAININGS HELPED THEM CHANGE "STATE". NLP TRAINING PROVIDES INTERPERSONAL COMMUNICATION TRAININGS TO ENHANCE AMICABLE ATMOSPHERE AT WORKPLACES; ITS MULTIPLE THINKING METHODS ENABLE LEARNERS TO FIND MORE SOLUTIONS WHEN DEALING WITH PROBLEMS; IT PROVIDES CHANNELS TO COMMUNICATE WITH INNER INTUITION, THUS OPENING THE DOOR FOR POTENTIAL CAPABILITIES; ITS MULTIPLE PERSPECTIVES BREAK THROUGH ORIGINAL BELIEFS; ITS EXPLORATIONS OF BELIEFS AND VALUE HELP

EXPLORERS FIND MOTIVES BEHIND BEHAVIORS AND ACTIONS. NLP TRAINING BRINGS ABOUT AN INDIVIDUAL'S OVERALL ENHANCEMENT, ENABLING LEARNERS TO CHANGE "STATE" FROM ENVIRONMENT, BEHAVIOR, EMOTION, ABILITY, BELIEFS & VALUE, AND EVEN IDENTITY LEVELS, WHEN DEALING WITH PROBLEMS. THROUGH THE INFORMATION DERIVED FROM THIS STUDY, IT IS CLEAR THAT CHANGE OF "STATE" IS POSSIBLE, AND THERE ARE METHODS TO ACHIEVE IT. IT IS HOPED, WITH THE FINDINGS AND CLUES GIVEN IN THIS RESEARCH, TO CALL FORTH ORGANIZATIONS' ATTENTION TO THEIR EMPLOYEES' "STATE", SO THAT THEY WILL HAVE CLEAR OPERATIONAL DIRECTIONS AND MANY EFFECTIVE METHODS TO USE WHEN CONFRONTED WITH BUSINESS REVOLUTION IN THE FUTURE. THE FOLLOWING NLP CONCEPTS CAN BE USED AND REFERRED TO WHEN AN ORGANIZATION ENGAGES IN BUSINESS REVOLUTION: 1. USE PERSPECTIVES AND VIEWPOINTS OF DIFFERENT "POSITIONS". 2. USE MULTIPLE THINKING LEVELS. 3. EXPLORE HIDDEN INTENTIONS AND MOTIVES. 4. LEARN THINGS ABOUT PEOPLE. 5. "STATE" CAN BE CHANGED OR ADJUSTED ANY TIME. 6. NLP HAS MANY USEFUL SKILLS TO CHANGE "STATE". NLP TRAINING ENABLES TRAINEES TO UNDERSTAND CHANGE IS POSSIBLE, AND CHANGE CAN HAPPEN, AS LONG AS THE METHOD OF CHANGE IS FOUND.

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