

AN ANALYSIS OF THE EFFECTS OF STAFF DEVELOPMENT ON PERFORMANCE IN NORTH BUKEDI COTTON COMPANY LIMITED

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ABSTRACT

Optimum productive utilization of various resources like capital, land and human resources is a very critical success factor to any organization, especially in a liberalized economy like that of Uganda, which is exposed to global competition. In order to remain competitive, efficient and effective, organizations have to harness the human resource, which is at the Centre, as the coordinator and utilizer of all other resources used in production. Managers must therefore know how to motivate the workers so as to get the best and consistent increased performance out of them for the achievement of the organizational goals. The general objective of the study was to analyze the effects of staff development on performance in North Bukedi Cotton Company Limited. The specific objectives of the study were; to examine the various forms of staff development programs offered by the company to its employees; to assess the effects of staff development and training on the performance behavior of the employees and to evaluate other factors that hinder employee performance other than staff development and training. Questionnaires were administered to a sample of 60 respondents. Interviews, observations and secondary data were used to collect data for the study. The study found out that the company mostly uses the on-the-job method of training and specifically it uses the job instruction technique. Also it was revealed that most of the employees had attended at least one staff development program and that why the company offered these programs to its employees was to enable them acquire skills, knowledge and competence to enable them increase their performance at work. The study also found out that there are other factors like lack of motivation due to small salary packages and the use of poorly serviced machines as other causes of poor performance other than staff development and training. The study recommends that the company employs trained competent personnel who are available from technical institutions within the country like Uganda Technical College Elgon and that it pays a good

salary package to its employees in order to retain its skilled and experienced staff on top of providing a good working environment. Staff development should also be used as a complement to other factors mentioned above in motivating employees so as to increase their performance but not as an end in itself.