PERSONALITY IMPROVEMENT AS THE KEY SUCCESS OF HUMAN CAPITAL ENHANCEMENT

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Abstract - Personality improvement is the one of the most important key successes in modern business management, especially human capital enhancement. This was a qualitative research. By utilizing an in-depth interview and focus group with various director of human resources of many organization who had a training in personality improvement, the conclusion of personality improvement as key success of human capital enhancement emerged. A total of 20 key informants was selected to participate in the focus group. In addition, the data collection process was conducted with both primary and secondary information and informants. The findings revealed that personality improvement training helped to increase self-confidence, high self-esteem, ability to present themselves, and the willingness to serve customers. There were many positive things about personality improvement in both management level and staff level.

Keywords - Personality Improvement, Strategies, Enhancement, Self-Confidence