

# **A STUDY ON THE EFFECTIVENESS OF THE STRATEGIES ADOPTED BY WORLD VISION LANKA IN EMPOWERING THEIR FRONT-LINE EMPLOYEES**

A. Thanuraj<sup>1</sup>, Selvaratnam. Gunapalan<sup>2</sup>

<sup>1</sup>*Programe Manager, World Vision Lanka*

<sup>2</sup>*Dean, South Eastern University of Sri Lanka*

## **ABSTRACT**

The last two decades shows an increase in the study of empowerment in relation to the organizational outcomes, World Vision Lanka organization shows an energetic part in the growth of development of our country out of the recreation of other non-governmental organizations in Sri Lanka. Empowering of front-line staff within the employees of the organization is treasurable and significant. According to the World Vision report indicate that, high turnover of employees and the majority of employees fail to achieve the expected standard of effectiveness as the employees are unable to employ the acquired knowledge and skill as their attention is otherwise diverted to immediate relief and other relief related work. Objective of this study to measure the level of employee empowerment in the front-line employees of WVL. To identify the effectiveness of the strategies adopted by WVL in empowering their front line employees. The intended population of this research study consisted of front-line employees of WVL who directly deal with the community. population of this study 98 front line employees in WVL. The researcher had covered 67 % of the total population as sample. the study measured four demographic factors of elements and six occupational profession related factors that inspire on empowering of front-line employees. 71.2% of the respondents out of 66 staff are degree holders. Age indicated that 68.2% of staffs below 25 –35 years 65% of the employees are bellow 5 years of experience, 93.9% front line employees were male. 65.2% of staff agrees that they have self-manage team. When considering the access to information on operating results, which has a mean value of 3.64 and a standard deviation of 0.715 out of the 66 sample. 63.6% of staff agreed that they have the facilities to access information on operating results. When considering the performance-based incentives 51.5% of the staff sample agreed that incentives are given based on performance. When observing the opportunities given for developing skills in business result analysis 72.7% of the staff agreed that opportunities are given for developing skills business result analysis, which has mean value 3.58 and standard deviation 0.946. According to the research findings revealed that, rewards, training and information play a vital role to empower the front-line employees in the world vision Lanka in the East.

**Keywords:** Empowerment, Information, Knowledge, Front line employees