

The background is a dark teal color with several abstract shapes. There are four teal circles of varying sizes: one large one on the left, one medium one on the right, one small one at the top right, and one small one at the bottom right. A vertical red rectangle is located in the top right corner.

COUNSELLING AT WORKPLACE AS A MITIGATION OF DISCIPLINARY ACTIONS IN UNILEVER TEA FACTORIES, KERICHO

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INTRODUCTION

- The Quality of goods/services produced and on high demand in the market solely depends on the “quality” of environment created by the management of the organization.
- In money economy, the consumer is king (Economists)
 - ✓ It is the consumer who dictates what type of goods/services that are needed on the market.
- **Family & socio-economic problems** spill to places of work.
 - ✓ The question is how do organizations handle such problems that spill in working places?
 - ✓ The problems end up affecting hardworking & committed workers often ending up into dismissals or interdictions

GUIDANCE AND COUNSELLING

- **Guidance** has been defined variously but mainly as:
 - ✓ help or advice given to a child/young person by a person in authority... It can also be defined as a control of their direction.

(Oxford Advanced Learning Dictionary)

- **Counseling** - has been given various definitions, such as;
 - ✓ “a relationship as a “special” form of communication which has various reasons such as the quality of the person listening to the client.
 - ✓ Counseling is also seen as a form of empowering someone to take care of his/her thoughts and make his/her own key decisions that affect their lives.

Hough (1994),

OBJECTIVES

- ▶ Examine the role of counselling in the workplace
- ▶ Evaluate the effect of counselling

METHODOLOGY

- ▶ A descriptive cross-sectional study design was adopted
- ▶ Simple Random sampling was used to select a sample of **100** participants from a **list of 300** was selected for the study
- ▶ The study population comprised of factory workers in Unilever Tea Factories in Kericho
- ▶ A **pre-tested** questionnaire was used to collect data from the study participants
- ▶ Quantitative data was analyzed using SPSS 12.0 software
- ▶ Results were presented in terms of percentages and measures of central tendency

RESULTS

EDUCATION

Level of Education	Freq.	%
Degree & above	9	10.6
Diploma	24	28.6
Certificate	26	31.0
Form 6	4	4.8
Form 4 & Below	21	25.0
TOTAL	84	100

RESULTS

MODE OF CORRECTION

Mode	Freq.	%
Written Warning Letter	47	56
Verbal Warning	30	36
Counselling	7	8
TOTAL	84	100

RESULTS

- ▶ The majority (79%) – preferred counselling to non-counselling actions at the workplace
- ▶ 70% stated that counselling is helpful to workers
- ▶ 71% would choose counselling to direct punishment

CONCLUSION

- The issue of warning letters and severe disciplinary actions towards employees tends to scare them and instill fear that they cannot be open and be free to share their minds with the management.
- However, counseling makes one free of fear and air his/her sincere views towards the achievements of the organizational goals.
- Thus counseling should be the best alternative of correcting indiscipline workers to achieve organizational goals.



THANK YOU