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LEARNING COACH : A STRATEGY TO ENHANCE PRODUCTIVITY

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Abstract

Increasing human resources is very necessary to remain competitive. This could possibly be achieved through a employee development program. Four Seasons Resort Bali at Jimbaran Bay conducts its training and development through Learning Coach strategy. This research aimed to describe *Learning Coach Strategy* in increasing employee work productivity at Four Seasons Resort Bali at Jimbaran Bay. The study would also display the obstacles and efforts in Learning Coach application. This research is a qualitative descriptive study. Data were obtained from interview techniques i.e. through interviews, document studies and literature studies. It is found that efforts made by Learning Coach in improving employee work productivity are involving developing skills and knowledge, providing work motivation, and evaluating work results. Constraints faced are inadequate training, technology and facilities, and mental fatigue. Efforts to overcome obstacles are making forecasts, training schedules, proposing improvements, adding facilities, technological approaches, as well as providing motivation, reward, recognition.

Keywords: Training and Development, Learning Coach, Work Productivity.
