

ABSTRACT

More than 70 percent of organizations have adopted some kind of empowerment initiative for at least part of their workforce (Lawler, Mohrman & Benson, 2001). To be successful in today's organizations need the knowledge, ideas, energy, and creativity of every employee, from frontline workers to the top level managers in the executive suite. The best organizations accomplish this by empowering their employees to take initiative without prodding, to serve the collective interests of the organization without being micro-managed and to act like owners of the organizations.

The researcher by this study has attempted to ascertain the effectiveness of the strategies adopted by WVL in empowering their front line employees. The researcher has conducted an independent survey among the frontline employees of World Vision Lanka to identify levels of empowerment and there by test the effectiveness of strategies adopted by the organization to empower its employees.

For this purpose chosen 98 front line staff category employees were nominated on a Stratified sample basis and the questionnaire was circulated among them the researcher has selected a sample of 66 front line employees of WVL and has obtained perceived responses from them by way of a structured questionnaire. Front line employees who were evaluated with the assistance of SPSS software using correlation, factor and descriptive analyses

Finally, the findings of this study, expressed perceived responses of the respondents has revealed that out of the four (04) components studied, information mean value 2.870 indicates moderate value ($2.5 < X_i \leq 3.5$) among the respondents is at a relatively lower level compared to the other three indicators (Power mean value 3.5284 High level ($3.5 < X_i \leq 5$), Knowledge mean value 3.6919 high level ($3.5 < X_i \leq 5$), Rewards mean value 3.4827 High level ($3.5 < X_i \leq 5$).

The perceived responses of the respondents and the subsequent analysis of the responses, have lead the researcher to conclude, that the strategies adapted by WVL, in empowering their frontline staff have proved to be effective.