

Strategic Planning Based on Interpersonal Relationships to Strengthen the Organizational Climate

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ABSTRACT

There are spaces or areas where interpersonal relationships are not established, rather a communicative process hinders healthy relationships among those who form a certain group, where dysfunctionality in employee-employee relationships is observed, as a result of weakness in interpersonal relationships, as is the case here. The present research aims to propose strategies based on assertive communication for the strengthening of interpersonal relationships among the employees of the Polyclinic Yaracuy C.A. Chivacoa, Bruzual municipality, Yaracuy state. The same corresponds to a descriptive field study framed within the feasible project modality. For the present study, a diagnosis was carried out, in which the survey technique was applied, using a questionnaire-based instrument based on the Lickert scale, with five response alternatives: always, almost always, sometimes, almost never, and never. This instrument was validated by three specialists. In order to measure the reliability of the instrument, a pilot test was applied to six (06) employees not belonging to the selected sample, yielding a range of 0.95 indicating that the instrument is highly reliable. The study population consisted of twenty-seven (27) employees belonging to Polyclinic Yaracuy C.A. From this perspective, the initiative arises to formulate a proposal on strategies based on assertive communication for strengthening interpersonal relationships. It was concluded that this study represents the potential to create effectiveness and efficiency in group work among employees and consequently to the community, in order to address the issues arising in the health environment.

Descriptors: Strategies, Assertive Communication - Interpersonal Relationships.

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