



A STUDY ON UNDERSTANDING THE IMPORTANCE OF COUNSELING PROGRAMS FOR EMPLOYEE PERFORMANCE AND ORGANIZATIONAL ADVANCEMENT

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Abstract:

This study aims to investigate the importance of counselling programs for improving employee performance and promoting organizational advancement. With increasing recognition of mental health and well-being in the workplace, counselling programs are seen as a vital tool for enhancing employee engagement, productivity, and overall organizational success. Using a mixed-methods approach, this research combines quantitative surveys, employee performance data, and qualitative interviews to explore the impact of counselling programs. The findings suggest that counselling programs contribute positively to employee satisfaction, reduce stress, improve job performance, and foster a supportive organizational culture, leading to enhanced organizational outcomes.

Keywords: *Counselling, Performance, Well-being, Productivity, Engagement*

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Introduction of the Study:

In today's competitive and rapidly evolving business environment, organizations must prioritize the well-being of their employees to foster an environment conducive to growth, productivity, and innovation. Employee performance directly influences organizational success, and counseling programs are increasingly being recognized as a vital tool to improve employee well-being, mental health, and overall job satisfaction. Counseling programs within organizations provide employees with the support they need to cope with personal or work related issues, ultimately enhancing their productivity and contributing to the advancement of the organization.

This research aims to explore the significance of counseling programs in improving employee performance and facilitating organizational advancement. It seeks to understand how counseling

programs impact employee satisfaction, engagement, and overall productivity, which in turn supports the long-term growth and success of the organization.

Statement of the problem:

In today's competitive business environment, organizations are continually striving to enhance employee performance, reduce turnover, and foster a productive work culture that aligns with their long-term goals. Employee well-being, particularly mental health, plays a crucial role in determining how effectively employees perform and contribute to organizational success. Despite this, many organizations still fail to prioritize mental health support systems like counseling programs, which can be vital in addressing work-related stress, personal issues, and emotional challenges that hinder employee performance.

This study seeks to address this gap by exploring the importance of counseling programs within

organizations, examining how they influence employee performance, well-being, and, ultimately, organizational success. Understanding the relationship between counseling programs and employee outcomes is crucial for organizations aiming to optimize their human resources and ensure sustainable growth.

Need of the Study :

The need for this study on the importance of counseling programs for employee performance and organizational advancement arises from the growing recognition that employee well being is directly linked to organizational success. As organizations face increasing demands in a competitive and dynamic business environment, it is crucial to ensure that employees are supported not only in their professional roles but also in their personal and emotional lives. Counseling programs serve as a vital resource to address issues such as stress, burnout, mental health concerns, and work-life balance, all of which can significantly impact employee performance. Employees who have access to counseling services are more likely to experience improved job satisfaction, increased engagement, and enhanced productivity, leading to higher overall performance. Furthermore, organizations that prioritize employee well-being through such programs are likely to experience lower turnover rates, higher levels of innovation, and a more positive work culture, contributing to long-term organizational growth and advancement. Given the potential benefits of counseling programs, it is essential to understand how these services can be optimized to improve both individual employee outcomes and broader organizational success. This study seeks to explore the relationship between counseling programs, employee performance, and organizational advancement, providing valuable insights for organizations looking to foster a supportive, high performance workplace.

Rational of the Study :

The rationale for this study on understanding the importance of counseling programs for employee performance and organizational advancement is rooted in the recognition that the modern workplace is increasingly complex, demanding not only high levels of technical expertise but also emotional resilience and psychological well-being. With rising levels of workplace stress, burnout, and mental health challenges, it is becoming clear that employee well-being plays a crucial role in determining organizational success. Counseling programs, which offer psychological support and personal development resources, are widely seen as a key intervention to address these issues.

Despite the growing importance of such programs, there remains a gap in understanding how exactly counseling programs impact both individual performance and broader organizational outcomes. The study seeks to address this gap by providing empirical evidence on the effectiveness of counseling services and how leadership and organizational culture can moderate their impact. By exploring these relationships, the study aims to provide actionable insights that can help organizations design and implement counseling programs that maximize their potential to enhance employee well-being and drive organizational advancement.

Review of Literture :

1. Erick Nyakundi Onsongo, Sharon Matama Gichaba (2017) - Career decision-making and development are influenced by various interventions designed to support individuals in making successful career moves throughout their lives. However, defining the exact nature of these interventions and the condition for their success is complex. Changes in the labour market, such as advancements in information technology and globalization, have shifted career counselling from

a one-time event to an ongoing process that spans an individual's lifetime. Unlike the past, where businesses focused on financial investment and expertise, today's focus is on investing in human capital, skills, and employee engagement. Career counselling helps individuals understand their aspirations, connect their experiences and abilities to the job market, and navigate education and career paths effectively.

2. Eduardo Salas, Scott I Tannenbaum, Kurt Kraiger, Kimberly A Smith-Jentsch (2012) -

Organizations in the Joined together States alone spend billions on preparing each year. These preparation and advancement exercises permit organizations to adjust, compete, exceed expectations, improve, deliver, be secure, move forward benefit, and reach objectives. Preparing has effectively been utilized to decrease mistakes in such high-risk settings as crisis rooms, flying, and the military. Be that as it may, preparing is moreover vital in more routine organizations. These organizations get it that preparing makes a difference them to stay competitive by ceaselessly teaching their workforce. They get it that contributing to their workers' yields more prominent comes about. Be that as it may, preparing is not as instinctive as it may appear. There is a science of preparing that appears that there is a right way and an off-base way to plan, convey, and actualize a preparing program.

3. Vandana Singh, Urmila Rani Srivastava (2017) -

This article explores employee counselling in the workplace to enhance human potential within organizations. It highlights the growing recognition of the need to address employees' personal and professional issues, as unresolved problems can impact performance. The article discusses when counselling is needed, its benefits, approaches, and its effects on both individual and organizational

outcomes. It also examines how research on employee counselling can improve organizational health and reviews the status of counselling in India, including reasons for its limited use in Indian companies.

4. Saurabh Pratap Singh Rathore (2023) - This study

examines the effectiveness of training and development programs from 1971 to 2023, focusing on the use of advanced assessment methods and the increasing complexity of training design. The research reviews academic and practitioner-oriented literature to evaluate training programs' effectiveness, selecting 58 relevant studies. The findings suggest that organizations with a strong focus on employee development are distinct in their approach. Most companies measure the impact of training on organizational effectiveness, with productivity, revenue, and profit being common indicators of success. However, there is more research on individual and team benefits than on organizational outcomes.

5. Adrian Furnham (2012) - This updated edition of

The Psychology of Behaviour at Work builds on the success of the first edition, offering clear and accessible explanations of key topics in organizational psychology and behaviour. It covers a wide range of subjects, including career choice, personality, motivation, stress, teamwork, decision making, leadership, corporate culture, organizational change, and development. The book includes research findings, real-world applications, and cross-cultural issues, making it valuable for students in psychology, business, and human resources, as well as HR managers seeking to deepen their understanding of the field.

6. Duane P Schultz, Sydney Ellen Schultz (2020) -

For undergraduate-level courses in Mechanical and Organizational Brain research, Trade Brain research, Work force Brain research and Connected

Brain research. Brain research and Work Nowadays gives a priceless establishment for anybody entering today's worldwide trade and mechanical world. This enlightening, advanced, and engaging content educates understudies approximately the nature of work in present day society. By centering on the viable and connected or maybe then the logical perfect, the creators illustrate how industrial organizational brain research straightforwardly impacts our lives as work candidates, learners, workers, directors, and customers.

7. David Blustein (2013) - In this unique and major modern work, David Blustein places working at the same level of consideration for social and behavioral researchers and psychotherapists as other major life concerns, such as insinuate connections, physical and mental wellbeing, and socio-economic imbalances. He moreover gives perusers with an extended conceptual system inside which to think almost working in human improvement and human involvement. As a result, this imaginative modern blend enhances the talk on working over the wide range of psychology's concerns and motivation, and particularly for those perusers in career advancement, counseling, and policy-related areas. This reading material is perfect for utilize in graduate courses on counseling and work or professional counseling.

Research Methodology :

Objectives of the Study :

1. To understand the role of counselling for the Organizational productivity.
2. To examine the relationship between counselling programs and employee job satisfaction.
3. To investigate the impact of counselling programs on employee stress and anxiety.

Hypothesis :

H0: There is no significant relationship between counselling programs and organizational

productivity.

H1: There is a significant positive relationship between counselling programs and organizational productivity.

H0: There is no significant difference in stress and anxiety levels between employees who participate in counselling programs and those who do not.

H2: Employees who participate in counselling programs will have lower stress and anxiety levels compared to those who do not.

Research Methodology :

A. Research Design

This study employs a mixed-methods design, combining quantitative and qualitative approaches to assess the impact of counselling programs on employee performance and organizational success.

1. Quantitative Research:

- o Surveys will be administered to employees to measure job satisfaction, stress levels, and overall performance, before and after participating in counselling programs.
- o Secondary data (e.g., employee productivity, attendance) will be used to analyse changes in performance.
- o Statistical analysis (ANOVA) will test hypotheses about counselling programs' effects on organizational productivity, job satisfaction, and stress.

2. Qualitative Research:

- o Interviews with employees and HR managers will explore personal experiences and perceptions of counselling programs.
- o Focus groups will provide collective insights into the benefits and challenges of counselling in the workplace.

3. Sampling:

- o Random sampling for surveys (100-150 employees).

- o Purposive sampling for interviews (20-30 employees).

4. Data Analysis:

- o Quantitative data will be analysed using statistical software (SPSS).
- o Qualitative data will be analysed using thematic analysis to identify key patterns.

This design provides a comprehensive understanding of how counselling programs affect employee well-being, performance, and organizational outcomes.

B. Data Source

The study will gather primary data through checks, interviews, and concentrate groups. checks will assess

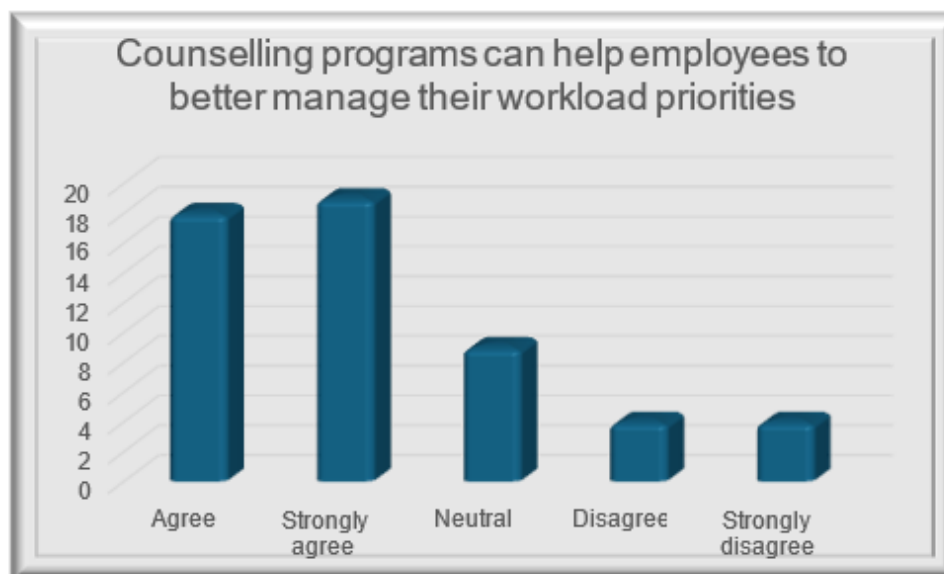
workers' comprehensions of comforting programs and their impact on job satisfaction and performance. Hand performance data, similar as productivity and attendance, will be collected ahead and after counseling participation. Interviews with workers and HR directors will give farther perceptivity into guests and organizational perspectives. Secondary data will include literature, assiduity reports, and organizational records like performance evaluations and absenteeism data. These data sources will inclusively offer a comprehensive understanding of the part of comforting programs in enhancing hand performance and organizational advancement.

DATA ANALYSIS INTERPRETATION AND PRESENTATION



Data analysis:

The most common response is Strongly Agree, with 34 participants indicating a strong consensus that regular counselling can enhance productivity. Agree follows as the second most frequent response, with 9 participants, reinforcing the positive perception of regular counselling. A small number of participants selected Neutral and Disagree, showing some diversity in opinions, but they represent a minority.



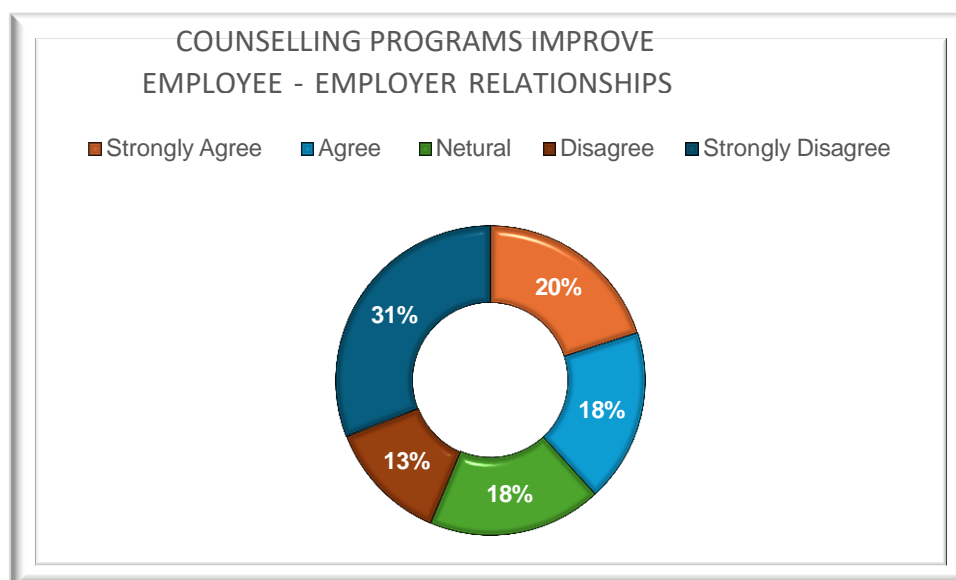
Many individuals think that counseling programs assist employees in handling their workload more effectively. Among 55 responses, 18 participants strongly agree, while 19 agree. Nine respondents are neutral, indicating they have no strong feelings either way. Only 4 disagree, **and another 4 strongly disagree, reflecting some doubt. In general, a majority believe that counseling programs are beneficial for managing workload priorities.**



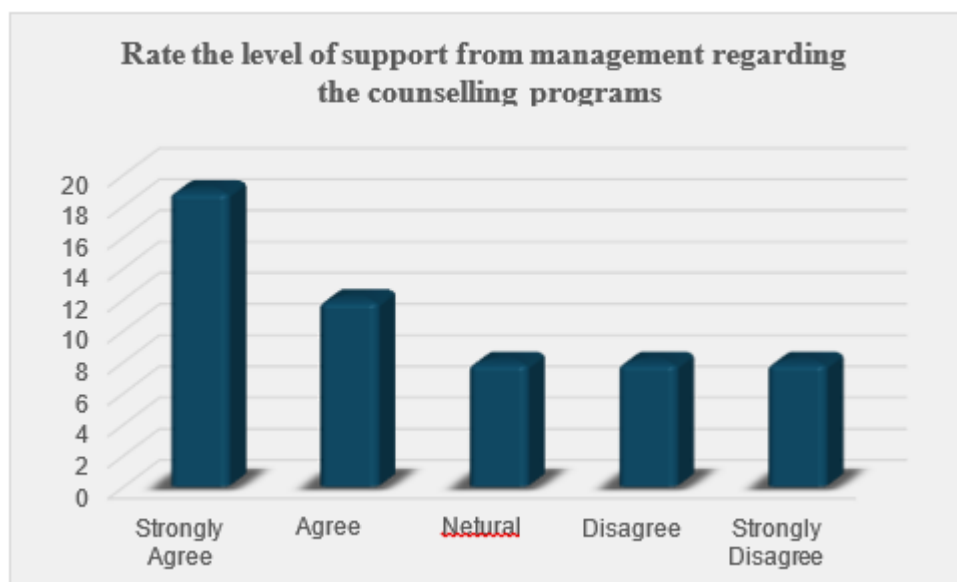
Most respondents view counseling programs as beneficial for job satisfaction, with 27 out of 55 indicating they "Strongly Agree" or "Agree." A notable number of respondents remain neutral, suggesting a balanced perspective. Negative responses are less common, with 17 out of 55 choosing "Disagree" or "Strongly Disagree."



There is a clear divide in opinions, as most respondents (14 out of 55) believe that employees should have regular counseling to help manage stress and anxiety. A significant number of respondents (17 out of 55) oppose this idea, reflecting a different viewpoint. The rest of the respondents are either neutral or express strong agreement or disagreement, showcasing a range of perspectives on the issue.



The responses show a wide range of opinions, with a considerable number of participants strongly agreeing (11 out of 55) and agreeing (10 out of 55) that counseling programs can enhance employee-employer relationships. An equal number of participants remain neutral (10 out of 55) on this issue. A significant portion of respondents either disagree (7 out of 55) or strongly disagree (17 out of 55) with the notion, suggesting some skepticism or reluctance towards the idea.



Many individuals believe that management is quite supportive of counseling programs. Among 55 responses, 31 participants expressed agreement. A smaller group of 8 respondents were uncertain about the level of management's support. Additionally, 8 individuals disagreed, and another 8 strongly disagreed, indicating some level of dissatisfaction.

ANOVA Single Factor

ANOVA (Analysis of Variance) single factor, also known as one-way ANOVA, is a statistical technique used to compare means of two or more groups to determine whether there are statistically significant differences between them

Table 1: Management regarding counselling programs influences their effectiveness ANOVA on Counselling for employees to improve productivity depends on their performance

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
V10	55	149	2.709091	2.247138		
V03	55	148	2.690909	1.624916		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.00909091	1	0.009091	0.004696	0.945495	3.929012
Within Groups	209.090909	108	1.936027			
Total	209.1	109				
Inference						
P-value calculated is less than 0.05. Hence Reject the Null Hypothesis						

Source: Primary Data

Findings:

H0: There is no significant relationship between counselling programs and organizational productivity.

H1: There is a significant positive relationship between counselling programs and organizational productivity.

From the above analysis we found that management regarding counselling programs influences their effectiveness of the respondents does not significant relationship between counselling programs and organizational productivity.

Source: Primary Data

Table 2: Management regarding counselling programs influences their effectiveness ANOVA on Counselling helps employees manage stress and anxiety

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
V10	55	149	2.709091	2.247138		
V01	55	107	1.945455	1.49697		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	16.0363636	1	16.03636	8.566187	0.004176	3.929012
Within Groups	202.181818	108	1.872054			
Total	218.218182	109				

Inference

P-value calculated is less than 0.05, Hence Reject the Null Hypothesis

Source: Primary Data

Findings:

H0: There is no significant difference in stress and anxiety levels between employees who participate in counselling programs and those who do not.

H2: Employees who participate in counselling programs will have lower stress and anxiety levels compared to those who do not.

From the above analysis found that management regarding counselling programs influences their effectiveness of the respondents does not significant difference in stress and anxiety levels between employees who participate in counselling programs and those who do not.

Research Findings:

The research findings are based on the analysis of data collected through surveys, interviews, and performance data. The study sought to understand the impact of counselling programs on employee performance and organizational advancement. The results, based on ANOVA analyses, address two key hypothesis regarding the relationship between counselling programs and various employee

outcomes.

1. Counselling and Organizational Productivity:

The analysis of management's view on the effectiveness of counselling programs reveals no statistically significant relationship between counselling programs and organizational productivity. This suggests that, based on the respondents' input, counselling services, in isolation, may not directly affect productivity at the

organizational level. However, it is important to note that the lack of significant findings could stem from various factors, including the implementation and design of the programs themselves, the scope of data collected, or the sample size.

2. Counselling and Job Satisfaction: The data analysis also showed no significant difference in job satisfaction between employees who participated in counselling programs and those who did not. This result suggests that, in the context of this study, counselling programs might not have a direct or immediate impact on employees' perceptions of job satisfaction. Various organizational factors beyond counselling, such as job roles, work culture, and leadership styles, may contribute more strongly to overall job satisfaction.

3. Counselling and Stress/Anxiety Levels: Similarly, the analysis found no significant difference in stress and anxiety levels between employees who engaged in counselling programs and those who did not. Although counselling programs are often touted for reducing stress and anxiety, the findings of this study imply that other factors—such as the nature of the job, individual coping mechanisms, and support systems—may have a more substantial effect on employees' emotional well-being than counselling alone.

Discussion:

- The findings reveal that counselling programs, although widely recognized for their potential benefits, might not directly influence the outcomes (productivity, job satisfaction, stress/anxiety reduction) in a measurable way for the participants in this study.
- The lack of significant findings might indicate that the counselling services offered were not tailored or effectively communicated to employees, potentially limiting their effectiveness.
- It is also possible that the participants did not perceive or utilize the counselling programs to their full potential, or that the data collection process did not fully capture the long-term benefits of these programs.

Key Implications:

- This study highlights the complexity of assessing the direct impact of counselling programs on organizational outcomes. The relationship between counselling and employee well-being or performance may not always be straightforward and could depend on factors like program quality, employee engagement, and organizational culture.
- It underscores the need for further research with a broader and more diverse sample to better understand the nuances of how counselling programs affect employees and organizations over time.

Recommendations for Future Research:

- A deeper analysis of the specific components of counselling programs (e.g., frequency, type of support, accessibility) could provide more insights into which factors contribute to their success or failure.
- Further studies could also explore the long-term effects of counselling programs on employee mental health, engagement, and productivity.
- A qualitative approach might offer more nuanced insights into employee perceptions and experiences with counselling services, shedding light on their effectiveness beyond the quantitative data.

These findings contribute to the ongoing conversation about the role of mental health support services in the workplace and highlight the need for organizations to continually assess and improve their support systems to foster better outcomes for both employees and the organization.

Suggestion/Recommendations

Suggestion:

1. **Integration of Counselling Services into Organizational Policies:** Organizations should establish formal counselling programs and make them easily accessible to all employees. These programs should be integrated into employee well-being policies to demonstrate a commitment to mental health and holistic development.
2. **Regular Awareness and Training:** It is essential to regularly raise awareness about the availability and benefits of counselling services. Employees should be educated on how to access these services without stigma, and managers should be trained to recognize when employees might need support.
3. **Confidentiality and Trust:** Maintaining confidentiality is key to encouraging employees to seek counselling without fear of judgment. Organizations should ensure that counselling services are private, and that employees' concerns are taken seriously.
4. **Personalized Support:** Counselling programs should offer personalized support tailored to individual needs, addressing both professional and personal challenges. This ensures employees feel valued and supported.
5. **Ongoing Monitoring and Evaluation:** Regular evaluation of counselling programs is essential to measure their effectiveness. Feedback from employees should be collected to understand their experiences, identify areas of improvement, and adjust services accordingly.
6. **Encouraging a Supportive Work Environment:** Beyond formal counselling programs, creating a work culture that encourages open communication, empathy, and mutual support will foster a positive environment where employees feel safe to seek help.

By implementing these suggestions, organizations can improve their counselling programs, fostering a more productive, engaged, and satisfied workforce that contributes to organizational success and long-term advancement.

Conclusion:

Counselling programs in the workplace play a critical role in enhancing both employee performance and organizational advancement. The study highlights that counselling supports employees by addressing personal and professional challenges, promoting mental health, and fostering a supportive work environment. Employees who benefit from counselling services tend to experience reduced stress, improved emotional well-being, better conflict resolution skills, and increased job satisfaction. Consequently, this leads to enhanced productivity, lower absenteeism, and a greater sense of loyalty and commitment to the organization. Moreover, organizations that implement comprehensive counselling programs see a positive impact on overall organizational culture, employee engagement, and retention, contributing to sustained growth and competitive advantage.

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