

Mindfulness Practices in Financial Companies: Cultivating Learning Satisfaction in Vietnam

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Abstract

As Vietnam's financial sector gallops toward a vibrant future, continuous training and a focus on customer satisfaction are key drivers of its success. In this dynamic landscape, sharpening skills and fostering employee well-being are priorities. However, while training remains central to performance advancement, the gap between delivery and impactful learning experiences persists. This study delves into the under-explored potential of mindfulness practices to bridge this gap, specifically by examining their influence on learners' satisfaction within Vietnamese financial companies. Five core mindfulness dimensions – awareness, attention, non-judging, observing, and acceptance – were investigated in relation to participants' training satisfaction. Utilizing a quantitative approach, the study collected primary data through a randomly distributed online questionnaire. The findings confirmed a significant correlation between awareness, observing, non-judging, and acceptance with learning satisfaction. Notably, attention's influence on satisfaction was not statistically significant. This suggests that mindfulness training programs should prioritize cultivating present-moment awareness, non-judgmental observation, and acceptance as potential catalysts for enhanced learning experiences and better outcomes.

These findings hold promising implications for financial institutions seeking to elevate their training effectiveness. Integrating tailored mindfulness programs tailored to employee needs, alongside a supportive environment that fosters regular practice, can empower employees, boost performance, and contribute to organizational success. In essence, by sowing these seeds of mindfulness, financial companies can cultivate a flourishing workforce not only equipped with essential skills but also brimming with well-being.

Keywords: Mindfulness, Awareness, Acceptance, Non-Judging, Attention, Observing, Learning Satisfaction, Learning Effectiveness, Financial Companies, Vietnam