MERCURY

Strategic Organizational Behavior Management Course

29 November – 3 December 2026
Sharm El-Sheikh (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15432_1079174 **Date:** 29 November – 3 December 2026 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction:

Strategic Organizational Behavior Management is an exemplary framework for enhancing the workplace, augmenting employee satisfaction and productivity, and setting achievable objectives that maintain high levels of employee engagement. This management paradigm enables managers to elevate their workplace environment by conscientiously applying relevant data and implementing essential modifications.

Organizational behavior management OBM is a vital area of study that combines applied behavior analysis ABA principles with understanding human psychology in the workplace. An OBM certification is an excellent choice for those interested in gaining formal recognition in this field. It equips professionals with advanced skills to tackle various organizational challenges, optimize team performances, and contribute to leadership and strategic management.

Management and organizational behavior examine how individuals interact and work within teams and how these behaviors impact the enterprise's performance and success. Participants will gain insights into managing organizational behavior, the role of management in organizational behavior, and the complex processes that underlie effective leadership and management dynamics.

Understanding the connection between organizational behavior and management thinking is essential for creating an environment that fosters innovation, efficiency, and productive collaboration. It emphasizes the importance of incorporating organizational behavior and management theory into daily practice to lead with strategic vision and foresight.

Targeted Groups:

- Anyone responsible for improving individual and team performance, including leaders, managers, consultants, and human resources professionals.
- Senior Executives and Leaders.
- Organizational Development Professionals.
- Human Resources Managers.
- Strategic Planners.
- Change Management Consultants.
- Team Leaders and Supervisors.
- Business Analysts.
- Project Managers.
- Academic and Research Professionals in Organizational Behavior.

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Course Objectives:

After this strategic organizational behavior management course, participants will be able to:

- Define 'organizational behavior' and elucidate its significance within the workplace.
- Outline the methodologies employed in researching organizational behavior.
- Identify and navigate both challenges and opportunities that arise in the field of organizational behavior.
- Investigate the relationship between institutional ethics and individual conduct.
- Recognize major personality traits influencing organizational behavior.
- Discuss the role of self-perception in organizational dynamics.
- Assess the impact of national culture on individual variances within an organization.
- Apply the 'trait approach' to leadership development to promote and delineate effective leadership.
- Evaluate the dualistic nature of power within organizational settings.
- Analyze the intricacies of political conduct in the workplace.
- Gain an in-depth comprehension of human behavior within various organizations by examining communication, motivation, group dynamics, leadership, power structures, performance management, technological integration, and organizational design and development.
- Develop a strong foundation in interpersonal effectiveness, organizational conflict resolution, talent acquisition, training, labor relations, and pertinent legal issues.
- Acquire expertise in specialized areas like change management, self-management and team management, and leadership communication skills.

Targeted Competencies:

At the end of this strategic organizational behavior management training, participants' competencies will be able to improve:

- Strategic Management Techniques and Best Practices
- In-depth Understanding of Organizational Behavior
- Employee Behavior Analysis and Enhancement
- Global Management Perspectives
- Managerial Ethics and Ethical Leadership
- Teamwork Efficacy and Leading High-Performance Teams
- Fostering and Maintaining Organizational Commitment
- Maximizing Job Performance across Departments

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Course Content:

Unit 1: Organizational Behavior:

- Clarifying Learning Outcomes.
- The Essence of Understanding Organizational Behavior.
- Research Methods in Organizational Behavior.
- Current Trends and Shifts in Organizational Behavior.

Unit 2: Strategic Leadership in Organizational Excellence:

- The Influence of Organization Type on Strategic Leadership.
- Cultivating a Culture Geared Toward Strategic Excellence.
- Mastering the Skills and Techniques for Strategic Stakeholder Engagement.
- Emphasis on Strategic Priorities within Leadership Roles.
- Collaborative Establishment of Strategic Goals Among Leadership.

Unit 3: Strategic Leadership, Innovation, and Human Change:

- Recognizing the Strategic Advantages of Innovation and Continuous Improvement.
- Guiding Teams Through Strategic Personal Evolution.
- Addressing the Challenges Associated with Strategic Change in Individuals and Groups.
- Sidestepping Common Pitfalls in Change Maneuvering.
- Preparing Project Teams and Individual Members for Strategic Shifts.

Unit 4: Managing the Culture & Changes:

- The Paramount Importance of Corporate Culture.
- Leadership's Role in Shaping Organizational Culture.
- Tactics for Mergers and Acquisitions.
- Insights on Why Mergers and Acquisitions Might Fail and Strategies to Prevent Failure.
- Why do most M&As fail, and how do we avoid failure?
- Altering Corporate Culture to Align with Strategic Imperatives.
- Tenets for Developing and Reinforcing Culture.
- The Complexities of Managing a Multicultural Corporation.
- Implementing Strategic Changes Effectively.

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Unit 5: Strategic Management Skills:

- Incorporating Strategic Thinking into Management.
- The Defining Leadership Abilities for Strategic Management.
- Utilizing Self-Analysis in Strategic Planning.
- Enhancing Your Strategic Management Capabilities.
- Leading Others in the Execution of Strategic Initiatives.
- Case Studies on Strategic Leadership Excellence.
- Communicating Changes with Strategic Impact.

Unit 6: Employee Behavior and Decisions:

- Cultivating Organizational Commitment.
- Strategies to Improve Job Satisfaction.
- Methods to Bolster Job Performance.
- Managing Workplace Stress and Enhancing Resilience.
- Facilitating Organizational Learning and Development.
- Implementing Goal-Setting and Planning Mechanisms.
- The Process of Decision-Making at the Managerial Level.
- Nurturing an Environment Conducive to Innovation and Change.