MERCURY

Organizational Behavior Management (OBM) Training Course

15 – 19 November 2027
Amsterdam (Netherlands)



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Ref: 15431_1081299 **Date:** 15 – 19 November 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Introduction:

Organizational Behavior Management OBM is a strategic tool that enhances workplace productivity and employee satisfaction. This OBM course offers a deep dive into this management approach, utilizing OBM's meaning and tools to implement changes based on empirical data.

This Organizational Behavior Management OBM course will equip participants with the skills and knowledge to apply organizational behavior management principles within their organizations. They will pursue a certificate to solidify their understanding and advance their careers.

By understanding the definition of OBM organizational behavior management and its application, professionals will be well-equipped to foster company improvement. They will also acquire essential management and leadership skills to navigate today's complex organizational challenges.

Organizational Behavior Management OBM refers to applying behavior analysis to organizational settings. The intensive study of OBM enables understanding and control of organizational behavior. It focuses on behavioral change at the individual and company levels. It serves as a stepping stone for those pursuing a master's in OBM.

Targeted Groups

- Anyone tasked with improving individual and team performance, such as leaders, managers, consultants, and HR professionals.

Course Objectives:

Participants in this organizational behavior management OBM course will learn to:

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- Define organizational behavior and understand how organizational behavior management theory is applied.
- Describe empirical methods used to study organizational behavior management.
- Identify common organizational challenges and opportunities for applying OBM.
- Examine how institutional values affect individual and group behavior.
- Recognize the impact of personality traits on organizational behavior.
- Discuss the role of self-perception in the workplace.
- Understand the effects of national culture on organizational behavior.
- Explore the trait approach for leadership development within the framework of OBM.
- Evaluate the positive and negative consequences of power in organizations.
- Analyze the intricacies of political behavior within the workplace.
- Understand human behavior in various organizations through communication, motivation, group dynamics, leadership, power, performance management, technology, and organizational design and development.
- Build a foundation in interpersonal effectiveness, organizational conflict resolution, talent recruitment, training, labor relations, and legal issues.
- Acquire knowledge in focused topics, such as change management, self-and-team management, and leadership communication.

Targeted Competencies:

Participants competencies in this organizational behavior management OBM training will learn to:

- Familiar with OBM organizational behavior management strategies.
- Management.
- Organizational Behavior.
- Employee Behavior.
- Global Management.
- Managerial Ethics.
- Teamwork and Leading Teams.
- Organizational Commitment.
- Job Performance.

Course Content:

Unit 1: Introduction to Organizational Behavior Management OBM:

- Learning outcomes of OBM training.
- Fundamental concepts in understanding organizational behavior.
- Research methods used in organizational behavior management certification programs.
- Current trends and changes in OBM practices.

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Unit 2: Understanding People at Work:

- Interactionist perspective and the role of fit.
- Individual differences in values and personality.
- Process of perception in organizational settings.
- Ethics and the influence of national culture.

Unit 3: How to Manage People Effectively:

- Strategies for motivation.
- Leadership principles and OBM tools for effective leadership.
- The dynamics of teamwork.
- Foster a collaborative culture.

Unit 4: Management and Influence:

- Trait approach in management.
- Understand and utilize power within an organization.
- The Power to Influence.
- Influencing organizational politics.
- Social networks and their impact.

Unit 5: Understanding and Improving Employee Behavior and Decisions:

- Foster organizational commitment.
- Increase job satisfaction and performance.
- Manage workplace stress.
- Promote learning.
- Effective goal setting and planning.
- Decision-making at the managerial level.
- Innovate and manage change.

Unit 6: Building and Leading Effective Teams:

- Characteristics of successful teams.
- Manage effective teams and conflict.
- Effective communication within teams.
- The fundamentals of leading and cultivating strong teams.

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Conclusion:

In this course, participants are encouraged to obtain an organizational behavior management OBM certification, which may aid in pursuing further academic goals, such as a master's in OBM or advancing professional careers with robust OBM training.