



Strategic Organizational Behavior Management

21 - 20 Apr 2025
Casablanca (Morocco)



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Ref.: 15432_307718 **Date:** 21 - 20 Apr 2025 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

Introduction:

Strategic Organizational Behavior Management is a great way to improve your workplace, increase employee satisfaction and productivity. It can also help you set attainable goals while keeping employees productive. This management strategy can allow managers to improve their workplace through a deliberate approach to important data and necessary changes.

Targeted Groups:

- Anyone with a responsibility for improving individual and team performance, including leaders, managers, consultants and human resources professionals.

Course Objectives:

At the end of this course the participants will be able to:

- Define 'organizational behaviour'
- Describe methods used to study it
- Identify common challenges and opportunities in the field
- Examine the link between institutional values and individual actions
- Identify the major personality traits that affect organizational behaviour
- Discuss the influence of the 'self' in the process of perception
- Recall the effect of national culture on individual differences
- Explain the relevance of the 'trait approach' in defining and promoting useful leadership development
- Evaluate that power can have both positive and negative consequences
- Analyze political behaviour within organizations
- Understand human behavior in a variety of 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 topic areas, such as change management, self-and-team management, and leadership communication.

Targeted Competencies:

- Management Strategies
- Organizational Behavior
- Employee Behavior
- Global Management
- Managerial Ethics
- Teamwork and Leading Teams
- Organizational Commitment
- Job Performance

Course Content:

Unit 1: Organizational Behavior

- Learning Outcomes
- Understanding Organizational Behavior
- Understanding How OB Research Is Done
- Trends and Changes

Unit 2: Strategic Leadership in Organizational Excellence:

- The role that organization type plays in strategic leadership
- Developing a culture of strategic organizational excellence
- Learning the skill and techniques of strategically managing stakeholders
- Focusing on strategic priorities in leadership
- Setting strategic priorities with other leaders

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

- Understanding the strategic benefits of innovation and improvement
- Leading strategic personal change in our teams
- Understanding problems inherent with strategic change in individuals and teams
- Avoiding critical change mistakes
- Preparing project team and individuals for strategic change

Unit 4: Managing the Culture & Changes:

- The Significance of the corporate culture
- The Leaders role in establishing the culture
- Merger and acquisition strategies
- Why most M & A's fail and how to avoid failure
- The dynamics of changing the culture to meet the strategies
- The ten elements of building the culture
- The dilemma of multicultural corporations
- Making the changes in strategy work

Unit 5: Strategic Management Skills:

- Thinking like a Strategic Manager
- The Leadership Capabilities of Strategic Management
- Self Analysis
- Building your Strategic Skills
- Leading others through the Strategic Process
- Examples of Strategic Leaders
- Your ability to communicate your changes



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Unit 6: Employee Behavior and Decisions

- Organizational Commitment
- Job Satisfaction
- Job Performance
- Stress
- Learning
- Goals and Planning
- Decision Making at the Managerial Level
- How to Manage Innovation and Change



**Registration form on the :
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