Organization Development is bound to scientific data. It will interpret the data and test for outcomes. The resulting theory is put into practice advancing the field of organizational science. Ill be sharing my timeline and predictions from last week. I would admit that I have just dipped my toes into this area so I was surprised that we were to make predictions so early. It does keep you on your toes and forces you to learn about OD in order to make assumptions about the future.

1) Companies will tighten their budgets and combine offices. HR will be required to fulfill all the duties of OD in addition to their normal roles.

2) AI will fall off for company usage. Currently, companies have been closing access to external AI, and I think this will continue.

3) DEI will morph into something else, I am thinking it will revert to something like in the 2000's. Where companies will not discriminate, but there won't be programs or a push for anything beyond that.

Reflections:

To be fair think only think I know of HR operations is don't make them angry, and they are in the loop for hiring. However I can say with some certainty that AI is dying off. Not that it will never be used but its all most a buzzword that is stuffed into products. Currently it is used in some switches to monitor traffic but you can't trust it fully. It is not a one size fits all, if anything you will see a mix of data.

Company budgets have been shrinking, and no one knows how the economy will work in the next ten years. Currently, companies are holding onto their cash, and the ones that have put themselves out in the market, like gaming companies, have had issues. It looks like Ubisoft, a major game studio, is going to sell off parts or the whole company. For companies to understand why they need your expertise, Tenkasi (2018) points out that it is an "important practical activity ... [to ensure] that change recipients ... understand the intended meanings and the logic of the change" (p. 65).

For DEI I am a bit out of the loop as I have only seen it come up in class. I am not involved in HR so what I put here is just a guess. It seems after a state (Texas?) passed some law to remove DEI, companies have slowly been phasing it out. Looking at Forbes, they have a completely different take than me. They suggest that it is more about challenges than it would be the dismantling of DEI.

Challenges:

The challenge that I was coming across, and I am not sold that this would happen to an OD practitioner, is the definition. We know now from the reading that the fields have been changing over the years. However, it has been difficult at times to get simple definitions. That makes me wonder if upper management would have trouble understanding how OD can have a positive impact on their company. Looking at it this way, it could be that your problem would be funding. If I don't know how a tool works, then I would not be able to implement it.

If I had a suggestion it would to be clear with how you can help, what benefit do you provide?

Conclusion:

The field has a chance to grow, but only if you allow it to grow. "This basic approach to planned change in OD is one form of 'action research'" (Marshak & Bushe, 2018). Anyone in this field will need to move with the times and explain how their role affects their company.

References:

Marshak, R. J., & Bushe, G. R. (2018). Planned and generative change in organization development. OD Practitioner, 50(4), 9–15.

Tenkasi, R. V. (2018). Re-visiting the past to re-imagine the future of organization development and change. Organization Development Journal, 36(3), 61–75.