Challenges and opportunity for organizational behaviour

You cannot escape from change. you have to either adapt to change or you have to stand back. Every challenge is an opportunity and every opportunity needs to be challenged. what skills do you carry to execute the job that is being given to you. That's what organizations are going to look for you.

Challenges and opportunity are because they are massive and they are rapidly changing for improving the productivity and meeting of organization goals. Every challenge that the organization is facing today, it can be a simple challenge like work from home.

Amid the pandemic situation you would have seen that companies have now faced a complete change in the work order, they have gone ahead and made their employees start working from home with different kind of gadgets, different working times and zones, and you know they have bought in a host lot of changes in the way of reporting also.

But with all these challenges still in place the organizations continue to exist, continue to perform and deliver as per the customer expectations. They are not going back in their words

They're not going back in their promises that's exactly what you need to understand from the field of organization behaviour. You will have challenges but you will also have opportunities to overcome that challenge. You will also have a feeling, you will also have the features and factors coming in place that can help you to transform your employees, increase your productivity and go back and say that yes we are ready to adapt to the new version. So that's exactly where these challenges and opportunities are playing a significant role in terms of the human resources front followed by.

Although the problems of organizations and solutions over ages have not changed now that's one factor that we have to understand every time every single year there is some

challenge that is coming towards every organization whether you be an e-commerce based

organization or you are a manufacturing organization or a pure service organization or a

healthcare company but you have something coming in front of you that might be

in the form of a financial problem or it might be a behavioral problem or it might be

something in terms of resistance but still this problem continues to

persist and it continues to really provide a challenge to the organization and

that's one of the reasons what happens is that enderon mentally when i keep talking about the

the work environment all together there are rapid changes that have been adopted

that has been spoken about and every day people are trying to find some ways to improve themselves now moving further

Current Scenario

although the resultant is learning of a lean mean organizations offered some short run

benefits in terms of lowered costs and improved productivity

if they continue to do the business as usual they will not be able to meet the current or future challenges now let's take the

current scenario for an example many people are asking this question

if you are working from home should the company continue to pay the same salary should

the company continue to provide the same kind of benefits should the company continue to maintain

the same hikes and promotion all these things are a question mark why because

earlier before the pandemic started the crisis people used to go commute from one end

to the other end of the city for the job at that point of time there were several challenges in

commuting to the job the traffic the tension the pressure all those factors

were included but today you don't have to worry about it all you need to worry is that

nine o'clock in the morning if you're going to log on to your company's network using the laptop

you're going to be in that place for till 6 o'clock in the evening or probably even later there is no more

going to be a time zone definition that's going to come into picture there is no more need for any formal

dressing there is no more need for attending meetings from one room to the another

room or there is no more need that i have to travel from one city to another city

looking up for some sales meeting or for some other business purpose so with all those things getting removed

making the employee feel comfortable at home why should the company keep paying more

and more so the question that is now looking into the organization perspective is that

can i change my pay structure all together can i be a kind of personality which can

go further start looking into systems which is going to change the dynamics

all together so now what we need to understand what we are going to see here is that as the

harvard business review article says these are the scary times for the managers very very important factor

this is really a challenging time why because one side you don't want to give

up on your employees who have been with you for the last 10 15 20 years they've all been performing

extremely well they've all been doing a great job for the company they have bought results to the table

but today the things are changed if you want to retain them you have to pay them

more they are eligible they are due for their promotions or for the hikes which company is not

authorizing because the pay scale the structure is going to change the work dynamics are going to change all

together so the challenge here is that how am i going to retain my team

and continue delivering the results this is a twofold challenge all together one side i have a people issue the other

side i have a performance issue so both of these things have to be managed for me and that's where

organization behavior is taking a new turn it's facing a new dilemma altogether now the singular

reason for all these fire fighting times is that the increasing danger of disruptive change now change

has got two phases i just wanted to talk about it for a minute here change is a two factor a positive and a

negative now when change comes for a positive when people were

given handheld pdas when people were introduced to tablets when people were

introduced to technology when people were introduced to laptops and other gadgets there was a positive change in the sense

people felt that anything and everything could be worked out from that virtual machine all together

you could just start working you could just start getting introduced to technology and things could start getting moved at a faster pace

but then now let's look at the negative part of the change when a change is coming in with a

serious amount of challenges which is going to change the mindset of

the employee which is going to create a barricade in terms of thinking which is going to create a fear in the

minds of the employee you're not happy with that change you don't want that change to continue

you want that change to go away why because today people are fearing about this fact what will happen to my job will i be

able to continue like this for all long years forever so now what is

happening is that the disruptive change that we are speaking about is

going to make a huge amount of difference it is not going to be the same there is

going to be a lot and lot of persistence that has to be looked into it now moving

**Challenges**

The Nature of work is changing so rapidly that rigid job structures impede the work to be done now, and that many drastically change the following year, month, or even week.

**Improving peoples’ skills-** The main challenge is that improving people's skill quality and productivity, the total quality management, and the workforce diversity.

**Improving Wuality and productivity:**

**Total quality management (TQM):**

**Managing workforce diversity:**

**Responding to globalization**

**Empowering people**

**Coping with temporariness**

**Stimulating innovation and change.**

**Emergence of E-organisation and E-commerce**

**Improving Ethical Behaviour**

**Improving customer service**

**Helping Employees balance work-life conflicts.**

**Flattening world.**

A skill which needs to be fast spaced dynamic changing to the modern times. You need to adapt to those kind of work zones to work styles all together. This skills are going to be more from a personal front which means to say that you will be looking in from personal perspective how are you going to look in terms of behavioral changes what are all the skills are needed in terms of communication, how are you going to get people onto a zoom call and make them understand this is what is going to be the future of meetings all about. So a lot of changes are needed in terms of the people skills.

All of us right from our childhood believe that homework means you do it at the home that's it and when we go back we'll think about it later first let's go home, play, spend our time with the family and then we will do that work called as homework. That's how we have been bought up in terms of our educational front.

Also one fine morning suddenly that homework itself becomes your all work today whatever work you do you have to do from your home only. So that means the quality and productivity will definitely take a beating why because unless and until you get the atmosphere of working in an environment in a corporate environment you are not going to put on that seriousness that focus into the job.

But today you don't have that option most of the companies are not calling you back into the campus into the buildings. They want you to work from your home which means the quality and productivity cannot be compromised. You have to continue delivering the same that's where the quality and productivity will now become an issue will you be able to deliver the same kind of work with all the challenges remaining in the home making yourself feel comfortable no formal clothes nobody to monitor you directly you are just in your own chair in your own comfort zone but still will you be able to give me that quality and productivity that's going to be a serious challenge that is where everybody wants to go back.

Total quality management is not about an individual, it's about the organization, it's about the entire process under which we are working. So when you have about fifteen thousand or 20 000 employees who are working from home today, how are you going to ensure that all the

employees stick to the same quality procedures and that is going to be the next challenge that's going to come in front of you followed by managing workforce diversity.

Now with the concept of remote working coming into picture age is no more a bar and there's going to be a different factor of working because you will see all ages, all class, all creed every kind of people joining you into the organization. There is no more need of going back and saying that only people who are the age of 25 can apply to my company no i will have a person at the age of 25 35 45 and even 55 which means my workforce diversity has

to be managed to the greatest extent possible.

I have probably all kind of challenges I have people who come from different backgrounds with different thought process and culture who actually try to bring in challenges into the organization. For a human resource person today in an organization the biggest challenges that maintain that diversity we have to go back to that proverb ‘unity in diversity’. Please understand the real meaning of unity and diversity is here where you have a 100 000 employees from different backgrounds, but still you are able to follow the same vision for the organization.

Responding to globalization- empowering people coping up with temporariness this is going to be a serious talk for us the stimulating innovation and change followed by e-commerce and the e-organization ethical behaviour, customer service, helping employees on the work life balance and the flattening world. Respond to a global call, we are trying to change ourselves to the need of the r and the need of the r is we are all one. There is no more going to be geographical borders which are going to stop us, there is no more going to be a

distinction of saying that you are working from india, i am working from u.s, somebody is working from Australia.

We are not going to worry about the ethnicity the origin where you belong to.

we are looking up for that responding to globalization altogether empowering people,

now you want your people to take decisions you, don't want your people to again go back

depend on the same manager, depend on the same leader again. say that he will take my call no no ways we are

empowering you why because we are giving you all the support all the gadgets all the

tools in term of making better decision making that means we are enabling you to learn more we are

enabling you to make better decisions so it's your call you want to work yes please take your

call or you might go back and say that this is not my cup of tea i will not work 24 7. i'm not a kind of person

who's too flexible to work i still believe in the rigid principle so now what i'm doing is that

i am giving my employees the empowerment to make their choice what kind of work

you want what kind of company you want to stick to what kind of thought process you want to go with so

i'm empowering my people i'm not giving them a rigid rule i'm giving them choice

options to think about the next thing temporariness this word is very very important why because

sometime down the lane people were talking about this word called temporariness this phase will go away

yes this phase will go away no doubt about it this covet 19 phase will definitely go away

this pandemic will go away no doubt about it we will bring in positivity back to life

but will the online work culture go away definitely not why because

when the companies have started seeing the benefit of working remotely work from home culture has

started sitting inside this cannot be completely erased

the temporary factor that things will change again we'll come back to square one is not going to happen

after a pandemic people have realized that there are other options of making you feel safe

and still you can continue working so why should i receive myself back to square one i

would rather stick on to the new options and continue so that temporariness please remove it

off your mind there's nothing called now temporary permanently going further we are going

to adapt ourselves to change and that is going to stick on forever so that's no word that

temporarily we will be working here and then we will go back no it's not going to happen temporarily

the kobit 19 will be there but after some time that will go away what is going to come is a change

dynamic factor now stimulating innovation and change people are going to ask you this

question how have you changed yourself what is that you have learned new what is that you have done in your job

in the last one one and a half years when you are back at home did you learn something new did you try to do something new

did you adapt to some skills did you do some certifications this question is going to come to you why in

ob we are asking this question why in the organization perspective i'm asking this question is that

this is the right opportunity for all of us to skill and re-skill this is not an opportunity

where i can just go back say that fine just let me relax after one or two years again i'm going to go back to my

office and then i will talk about development training and other factors no absolutely not

this one or two years that has been standing before us is the right time where you skill

yourself followed by the emergence of e-organization and e-commerce which we

have been seeing for the last three four years the emergence of amazon flipkart and all the e-commerce applications with farm

easy and everybody coming into play i think probably in the next few years we might forget that there's something

called as hard cash or currency why because we have got so much adopted to google pay or paytm or phone pay that

people have stopped going to atms literally they've all understood that it's all

about a digital cash and with the existing of cryptocurrency being in the debate form

probably if once the cryptocurrency gets completely accepted by the government altogether

i think this would be the right time for us to move away from that physical cash factor so similarly what i'm trying to talk

about here is that with the emergence of e-commerce coming into picture and the e-organization set up

i think we have to move away from the brick and mortars we have to move away

from that physical building so this is where we are seeing the next change the next thing is ethical behavior

now if you believe that you're not going to be monitored at your home you can just relax on the chair where

you're sitting nobody is going to question you that how many hours did you really put in the answer is no

why because you are going to be now monitored even more in a stringent manner now people

say that very very clearly because all your work ethics and behavior are going to be monitored by

company in fact there are many companies to give you example in japan they have started monitoring people's

behavior how they are performing at the home whether they are really sticking to that nine hours they are doing their job

they are focusing there or they are just willing away the time browsing internet looking into some other sites all together so there is going to

be a question of ethical behavior that is going to be pointed at you and that's going to be the next change

followed by improved customer service now the customer literally can go back and say that even night 12 o'clock

somebody is there to attend my call because that's what we are going into we are literally becoming

24 7 customer oriented organizations followed by helping employees get on to

the work life balance this is a a very big factor a very big topic altogether you probably go into twitter

you probably go into linkedin or any of the websites this one hashtag called us work life

balance all together is being a very big topic all together because everybody

wants to talk about this now everybody feels that there is some way there has been a disruption in their

entire work life balance because earlier what used to happen is office's office home is office now the

things have changed home is also office office is also home now you look at the change the dynamics

that have been bought inside so you cannot go back and say that home and office are separate they're not distinct

they are the same factors again coming into picture so what is happening work-life balance is definitely getting

affected so people are trying to find ways to bring back a balance the last thing is flattening world

world is no more spherical or circular in nature that we are going to

again defy the rules of physics why because for a short time let us just

understand here is that the world has now become a common platform

that is connecting hundreds and thousands of people across the globe you are just getting connected day by

day by people by the social apps and medias and everywhere so you are not an isolated

island anymore you cannot remain in the factor saying that sir i'm in some corner of the world and something else

is happening on the other side no we are all connected and things are happening at a rapid

phase altogether moving further improving the people's skills so you have to improve in terms of providing

Adapting to Change

the technological changes the structural changes the environmental factors that are coming into picture

unless and until the employees are getting equipped themselves in terms of the necessary

skills to adapt to the changes the targeted goals cannot be achieved so what we are trying to say is that

unless and until the people in your side start understanding the changes they

start developing themselves as per the need as per the requirement things are not going to change so you

need to drive in that change factor you need to tell people that this is the right time for you to please

get equipped with what is needed there was a time in india when people said that sir i do not

know computer computer is not needed why because we were happy with the typewriter today if you go to any office

and you say that sir i do not know computer i cannot work probably you won't not stick on to the job anymore because anything and

everything is done through the computer anything and everything has become a digital processing unit all together

so what is happening here is that you cannot escape from change you have to either

adapt to change or you have to stand back so this is where you are trying to understand the

challenge of ob there was a time when change was giving you an option change was giving you an option

to make you understand to make you realize that yes the change is coming to the world

get yourself equipped but when people started believing that this is not going to happen let's wait then it really

comes to us at that point we will get ahead the change came really very fast

today if you start looking back you are completely left out from the

crowd when you go to the websites today and you start thinking about e-learning concept there

are hundreds and thousands of certifications that are available today which is actually equipping people which

is making people stronger day by day and that's how the companies are looking in for you

cannot just go ahead and say today that sir i'm a b tech in computer science so i'm also a computer engineer people don't want to

be tech in computer science people want a person who has done some certification from microsoft or in java

or in some network security or in some python or in some kind of languages or some security

areas which is actually translating into work so what is needed is skills is not just

qualification please understand that change factor qualifications are no more going to be a

benchmark in terms of assessing you what is going to be the real assessment

is the skills what skills do you carry to execute the job that is being given to

you that's what organizations are going to look for you followed by

Managerial Skills

now when you start looking into the managerial skills that is also going to come up in a great way like

the listening skills the motivating skills the speaking skills all those kind of things are going to

come with the decision making all those factors why because people want to come out of the factors

people want to come out in terms of just being an employee nobody just wants to be remain an

employee like that for the next 10 15 years everybody wants to become a manager a leader in the next 10 or 15 years which means

somewhere down the lane the managerial skills have to be improved now you cannot again

go back in this then and say that i am a technical person so for me communication is not needed

you might be a technical person but communication is mandatory you learn to talk

or you cannot go back and say the other way around that sir i am more focused in terms of just doing one developing or

one testing application so i do not have to motivate people it's not needed

you might be a person who's working like a developer or a tester but you need to start

looking into people's skills so what is happening is that there is going to be an overall

growth an overall change in the personality of the employees and these skills are enhanced by the

organization training and development the career development programs are going to happen

and you will see that happening online so again there is going to be a login and password that's going to be provided

to you and you can start learning those skills staying back at home and this is the way how

organizations are going to accept and adapt to you followed by the quality and productivity

Quality

let me just define this word quality because it's the extent to which customers and users believe the product

or service to their needs and expectations now let me just put this word very very simple

and straight to you what is quality quality according to me is a promise delivered that's all this

is what you need to learn from quality quality might have hundreds and thousands of definition but let us make

it very simple quality is nothing but promise delivered if you promise the customer that by 12

o'clock in the afternoon the package will be delivered at your home that means it has to be delivered by sharp 12 o'clock

you are not going to give a reason saying that why i was not able to deliver at 12 o'clock

why because quality is all about standing by your words that's what the customer wants

when the customer picks up the phone and talks to you saying that sir this is my issue how much time would you take to resolve

it he wants a deadline he wants a time factor he wants a definitive solution he does not want

theory he does not want excuses and reasons he only wants solutions so when you can

provide that solution when you can provide that promise with a commitment together that's where you are a quality

oriented person that's why you become a quality delivery service all together amazon for example

i would like to bring in here amazon followed this factor called as tracking your package

they were the first people to start this logic stick all together why because they wanted the customer to know

exactly where your package is that means hour by hour minute by minute or probably day

you will be able to track where exactly your package is heading so that's the amount of commitment that's the amount

of transparency that we are talking about and followed by which everybody started coming on to it now when you look into

zomato itself for example they say that the food would be delivered in the next 25 or 30 minutes which means

the deadline is already set in the minds of the zomato employees they are already

kept in their mind that they have to deliver the food in the next 30 minutes that's exactly what quality is coming

into picture you cannot go back on your words you cannot say that sir these are the

reasons why we are going back so why because a customer who wants to purchase something like an example here

where it's been given about an automobile has certain expectation exactly whether it's an automobile or

whether it is going to be an auto parts or it's going to be a laptop he has an expectation he believes that

the company will satisfy his expectations and if the company is not going to do that you have lost the customer that's

it you are not going to think further the customer is not going to come back to you again at all so if the any part like how

it is written here if the engine fails to start or if there is some problem the customer immediately goes back

that's the end of the story you will not be able to retain the customer at any point of time so that's why i say

that improving quality and productivity are going to be the milestone the key

driving factors for your organization followed by performance what is

Performance

performance according to you it's a rating characteristic let me just put performance in a simple

way for you performance is exactly like this it's just like the speedometer it's exactly like a speedometer why

because once you have started giving acceleration to your vehicle

you don't want to hit on the brakes you want to just keep proceeding until you reach your destination you

don't want to get boggled down by any of the speed breakers or signals or any kind of thing

you just believe that i want to keep driving until i reach my destination that's exactly what performance is

once you have started you have to reach the goal you don't want any sort of

factors that will pull you down so that's what organization also says they want performance to be a continuous

process they don't want performance to be a one-time stand or one time factor

all together now for example in a cricket match once a player hits a century the next

match when he's going to play the expectation is already set his performance has to be a century again if he goes down the name

the image the brand goes down so that's exactly what we are trying to say here performance is again a benchmarking it's a

continuous process it is not going to be a one-time event altogether and the features when we talk about the

features it's all about going to be what exactly you have promised how you're going to deliver what are all

the components what exactly that comprises of all those factors has to be there the conformance when you're meeting to

the expectation meeting to the benchmark meeting to the factors of the customer then

automatically you have done a great job followed by reliability durability

and services these two words are quite similar reliability and durability which means

the word trust comes in between for me when i say reliability i'm talking about the products

probability of failing when i talk about durability it's about having the life both economic

and the technical dimension all together so one side i'm talking about the probability

of failure the other side i'm talking about the probability of success now look at the combination failure and

success the lesser the failure the lesser the chances that a product or a service

would fail would not meet the consumer expectation the more the chance of success the

lesser the chance of success the more the chance of failure so you are creating your own dimension that's very

very important you are now creating an organization which has both the plus and

minus inbuilt in you so if you are not going to meet it automatically there is going to be a

problem so your services has to be on the reliability and durability factor

you need to give a value at the same time you need to stick on to your success rate

Response Reputations

followed by the response and reputations that we are going to talk about so when i talk about response

reputations and aesthetics these are basically something which is very very important from the line

of your customer expectation as a as a leader as a person who's running

the organization your human interface with the people trying to make them understand

trying to reach them you know go through their problems and bring in the solutions all are going

to be an advantage for the organization your past performance is definitely going to

matter because people look into it today customer review about a product or about a service

is definitely going to matter so that's why i would say that your past performance your response your athletics

will matter to a great extent followed by more and more managers are today

Conclusion

confronting the challenges to fulfill specific requirements as i told why because the challenge of quality and

productivity is coming up in a big way and you need to start thinking in terms of how to re-engineer

the program how to involve extensively for the employee initiative so this is going to be

a very big initiative that's going to come across with this i conclude this session i hope

and believe that all the information shared through this presentation would be of a great help

and resource to you in the upcoming sessions we will be learning more about the dimensions of ob.

Organisational behaviour is the study of knowledge about how people interact to each other inside the organisation. It is the interface between human behaviour and organisation and organisation itself.

* It is the systematic study of knowledge that defines the human behaviour in organisation and determines its job structure, communication, performance etc.
* Its study creates a disciplinary approach in the organisation and thereby helps the organisation to be successful in its approach by achieving their goals effectively.

“Organizational behavior is directly concerned with the understanding, prediction, and control of human behavior in organizations.” said by Fred Luthans.

**Challenges and opportunities of ORGANISATIONAL BEHAVIOUR:**

**Improving ethical behaviour:**

Today, people in the organizations need to face various ethical dilemmas to find out what is right and wrong in the work assigned to them. But there are some unethical practices in the organisation too, which makes difficulty for organisation to adapt ethical behaviour. Hence, it is the major challenge for OB today.

**Respond to globalization:**

As businesses expands to various locations and countries, globalization become the major challenge in front of OB. Today more than 95% of Nokia headphones being sold outside of their home country named Finland. Japanese cars also sold to different parts of other countries. Hence, responding to globalization in time, become the major challenge for every organisation.

**Managing workforce diversity:**

A proper management of workforce diversity can have numerous positive results, such as availability of fresh ideas and talents. But today, it is difficult to manage the employees belonging to different cultural backgrounds, due to differences in their values, beliefs, attitude etc. Hence, it also the challenge and new opportunity for OB.

**Improvement in quality and productivity:**

Now a days, number of programs such as quality management are being implemented to bring improvement in productivity. OB has challenge that it is important to match the desired level of quality and productivity with ever-changing demands.

**Improvement in public skills:**

It is important for every organisation to train and develop employees according to new trends because business environment is changing environment. The technical and interpersonal skills of employees need constant improvement. So, with the changing trends, OB has to face the challenge of improving public skills on time.

**Improving customer service:**

Business is unsuccessful if fails to treat the customer well and provide them better services. Every organisational needs to develop a better understanding with its customers. OB helps them in improving customer services by creating customer-responsive environment in its business.

**Coping with temporaries:**

Managers and employees are must to cope with temporariness. As the product cycle changes are slim due to changes in methods of operations. They have to learn with flexibility and unpredictability. The knowledge of OB helps the organisation in understand the current state of work in the world of continuous changes.

➢ Stimulate innovation and change: Today, every organisation has to stimulate the innovation and change in the business environment. OB helps them in understand the business environment in such a way that any factor of business environment to directly or indirectly affect the organisation people.