

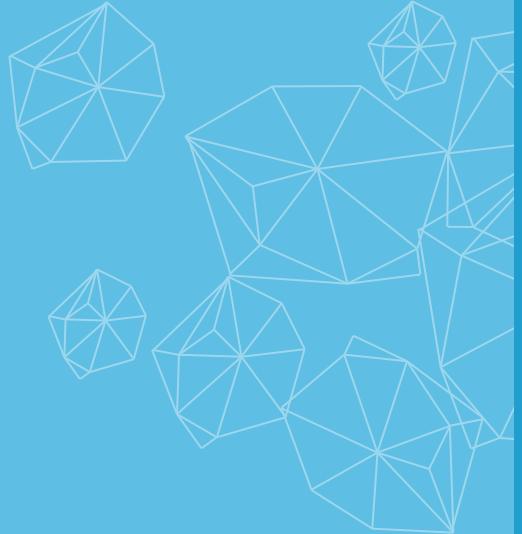
People are an
organization's
most important
asset.

What is Organizational Behavior?

Organizational behavior (often abbreviated OB) is a field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations.

...for the purpose of applying such knowledge toward improving an organization's effectiveness.

EBM over Intuition



Looking at relationships, attempting to attribute causes and effects, and drawing conclusions based on scientific evidence.

Evidence-based management (EBM): The basing of managerial decisions on the best available scientific evidence.

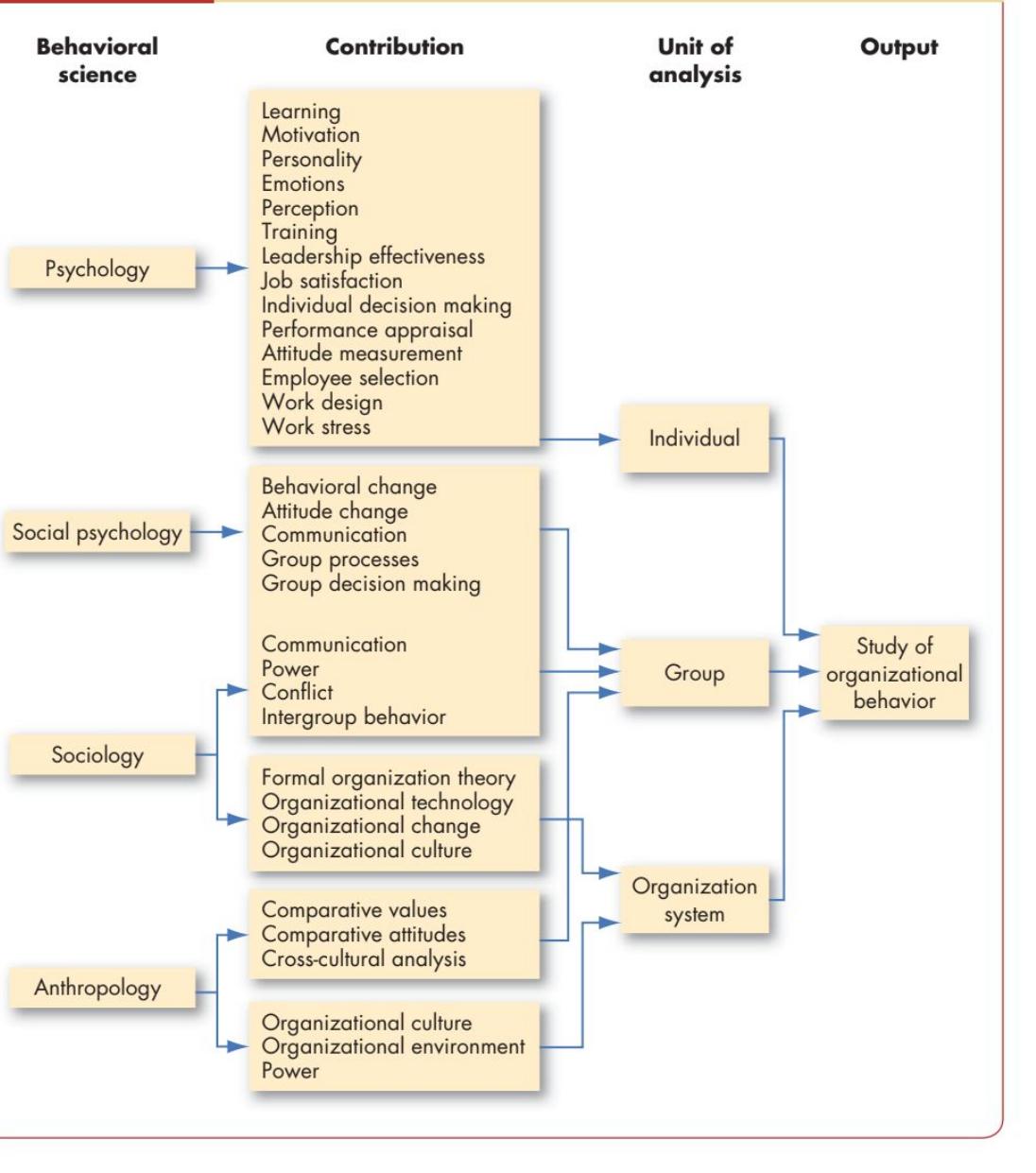


Determinants of OB

1. Individuals
 2. Groups
 3. Structure
- 

Exhibit 1-3

Toward an OB Discipline



Disciplines that contribute to OB

Why employee relationship is important?



Online shoe retailer Zappos.com understands how organizational behavior affects an organization's performance. Zappos maintains good employee relationships by providing generous benefits, extensive customer service training, and a positive, fun-loving work environment. Employees are empowered to make decisions that increase customer satisfaction and are encouraged to create fun and a little weirdness." At Zappos, employee loyalty, job satisfaction, and productivity are high, contributing to the company's growth. In this photo, employees view a line of shoes in one of the company's quirky offices.

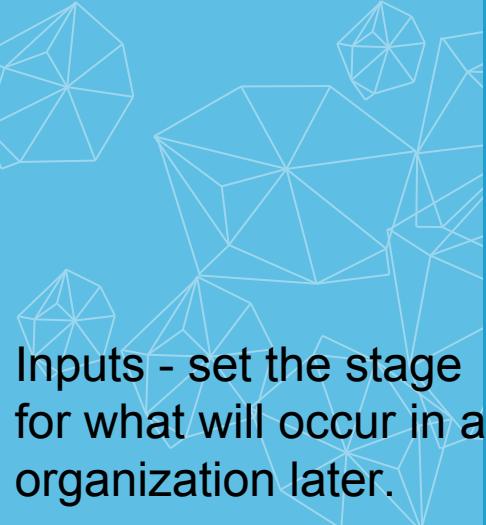
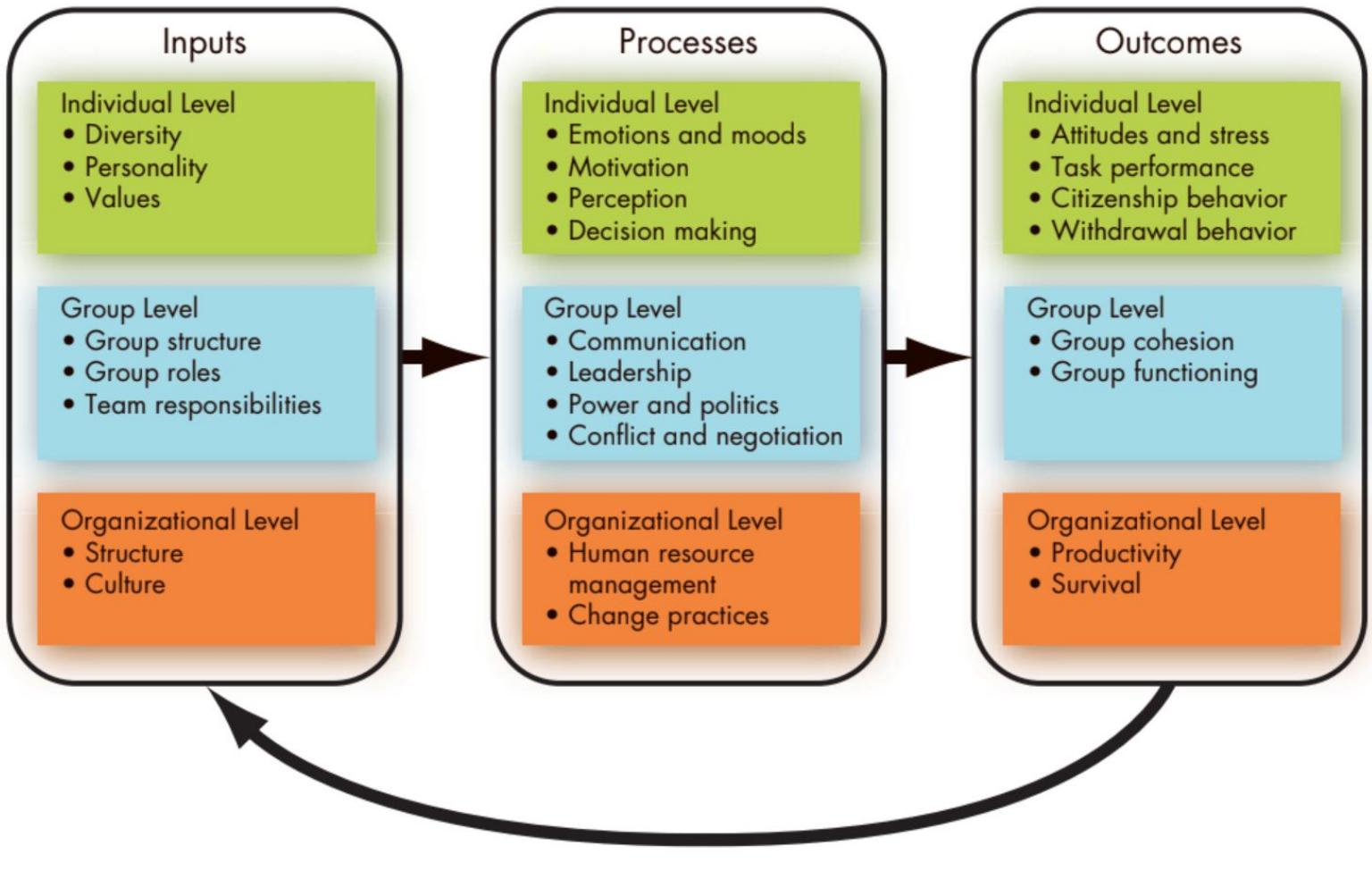




**Which companies, according to you,
maintain good employee relationship
or organizational culture. Why?**

Exhibit 1-4

A Basic OB Model



Inputs - set the stage for what will occur in an organization later.

Processes - actions that individuals, groups, and organizations engage in as a result of inputs.

Outcomes - variables that you want to explain or predict, and that are affected by some other variables.

Major Workforce

Gender

Disability

Age

National Origin

Race

Socio Economic
Strata

Challenges related to Workforce



Individual Level

- Job Satisfaction
- Empowerment
- Behaving Ethically

Group Level

- Working with Others
- Workforce Diversity

Organizational Level

- Challenges from Global Environment
- Managing and Working in a Global Village

Challenges related to Workforce

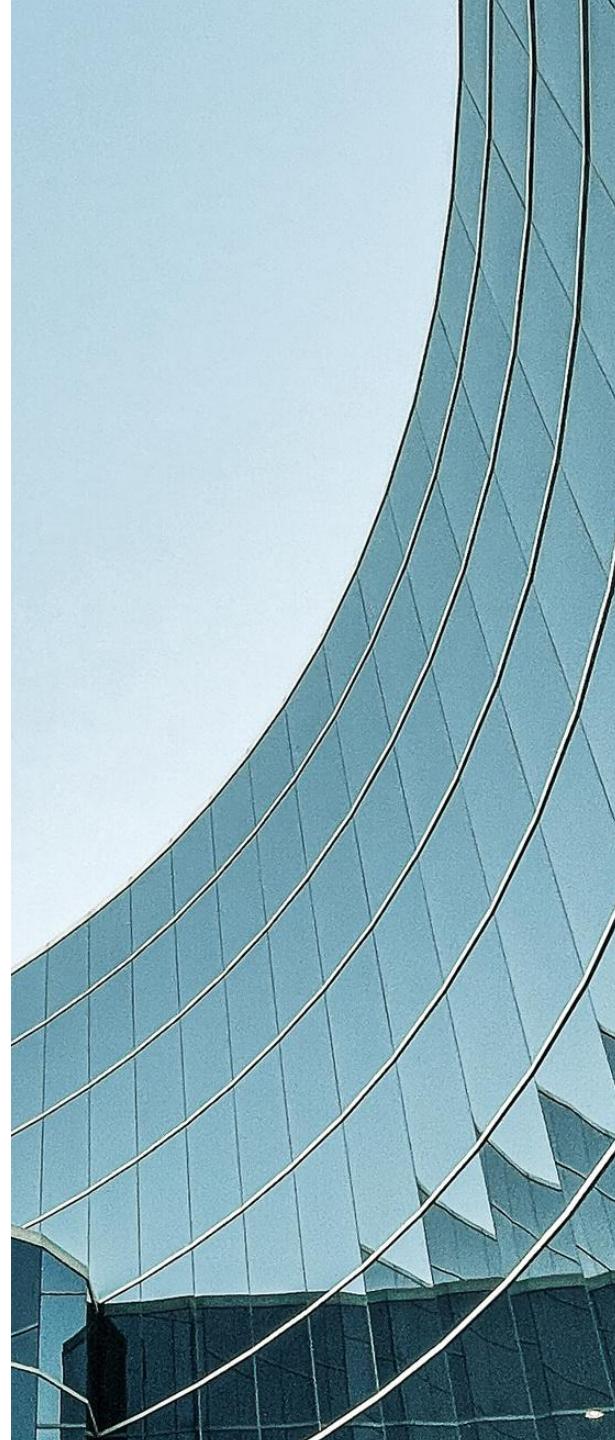
Organizational Level

- Productivity
- Developing Effective Employees
- Absenteeism
- Turnover
- Organizational Citizenship



The Cart - The 4 Types of Team Members You Can Hire

Business Communication



Communication?



If you can't communicate and talk to other people and get across your ideas, you're giving up your potential.

— *Warren Buffett* —

Adam, Tech Wizard



Creates groundbreaking solutions. Adam believes that his product would speak for itself.

When pitching to investors, Adam focuses on the technical aspects. His slides were full of jargon, and his delivery was robotic.

When working with team, Adam would send vague emails and avoid face-to-face discussions.

When pitching to investors, Maya tells a story. She uses simple language, engaging visuals, and speaks with passion.



Maya, Tech Geek

With her team, Maya holds regular meetings. She encourages open dialogue, and feedback.



Who will survive in the long run? Why?

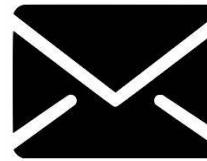
**LET'S
HAVE
FUN**

Activity 1

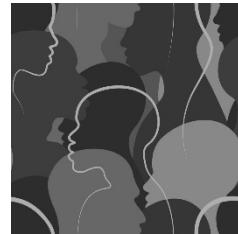
Building blocks:



People



Message



Context



Effective
Listening



People



@NamNguyen-if7hl 1 month ago

Imagine you are the last person left in a post-apocalyptic world, and use a radio station to broadcast the signal "Hello, is anyone there" for the rest of your life.

Like 1 Dislike Reply

@adamd6648 1 year ago

This gave me chills, knowing that was THE LAST TIME. The only one left with the only call left of his species.... Scary to think about.

Like 247 Dislike Reply



People

Whom should you talk to?

“Our deadline’s approaching. You do the odd chapters; I’ll take care of the even ones. Sound good?”



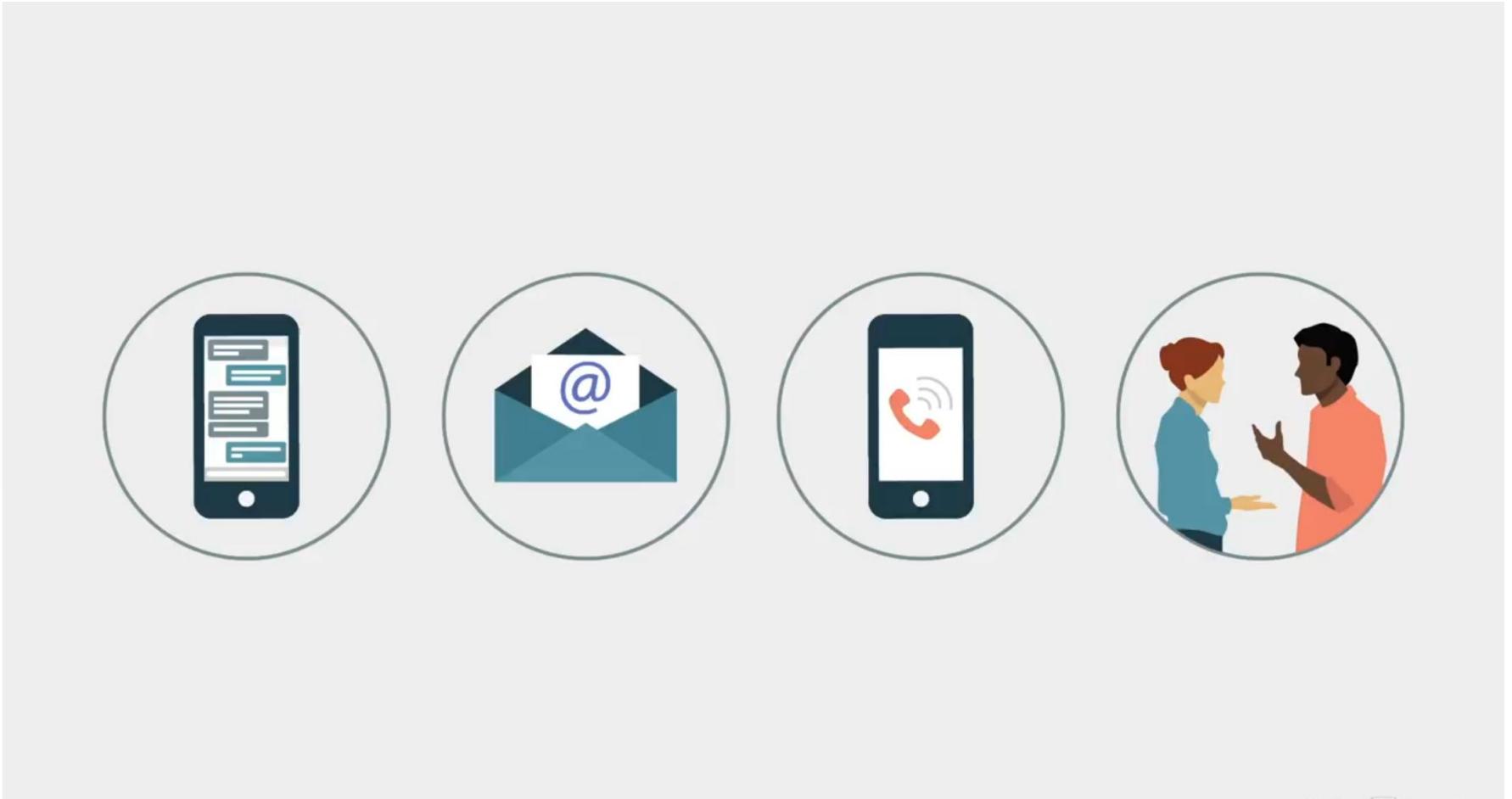
People

Whom should you talk to?

“Hey! To meet the upcoming deadline, I thought you could edit the odd chapters and I’ll do the even, but if you have something else in mind, please let me know.”



Message





Context

Communication doesn't happen in vacuum; location, timings, and relationships are part of communication.



Effective Listening

International Listening
Association reports that we learn
85% of job skills only through
listening.

**LET'S
HAVE
FUN**

Activity 2



Fork handle.

7 Cs of Communication

1.Completeness

2.Correctness

3.Conciseness

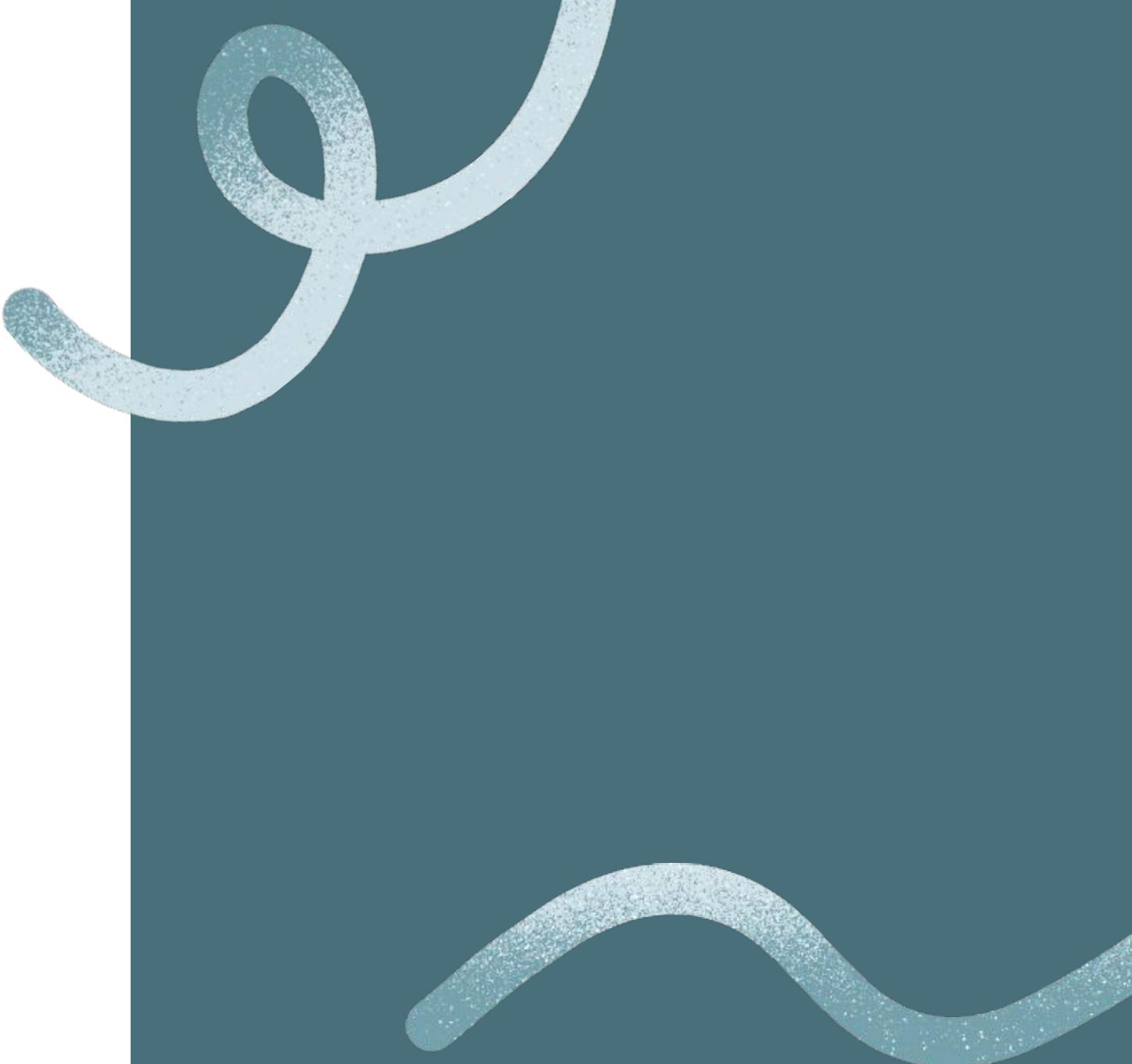
4.Courtesy

5.Clarity

6.Consideration

7.Concreteness

Communication and Emotional Intelligence



Perspective-taking

Perspective-taking, also known as “theory of mind” or “mentalizing,” is the cognitive process of mentally stepping into someone else’s shoes to understand how their perspective explains their behaviour.

Why is *effective* perspective-t aking so hard?

There are a few reasons it can be hard to effectively perspective-take:

- 1) We tend to feel we already have all the information we need,
- 2) it's cognitively taxing to imagine another person's point of view, and
- 3) often we simply forget to do it.

We tend to rely on hard-wired shortcuts called *unconscious cognitive biases*.

Communication Biases

01.

Similarity bias affects the way we listen to others, understand their point of view, empathize, or are motivated to help them.

02.

Expedience bias saves our mental energy by directing our focus to the most readily available, recallable information which makes us jump to quick conclusions.

03.

Experience bias leads us to assume we have an objective representation of reality, resulting in us often failing to recognize that our perception is, in fact, subjective and limited.

Identify audience: Tailor message according to relationships

Construct compelling argument: Use storytelling and evidence

Use rhetorical strategies: Word choice and language to persuade

Demonstrate expertise: Possess mastery over the subject matter

Seek Feedback: Ask questions for clarification and provide timely reviews.

Persuasive Communication



Customizing Message for Audience

**Audience
Segmentation**

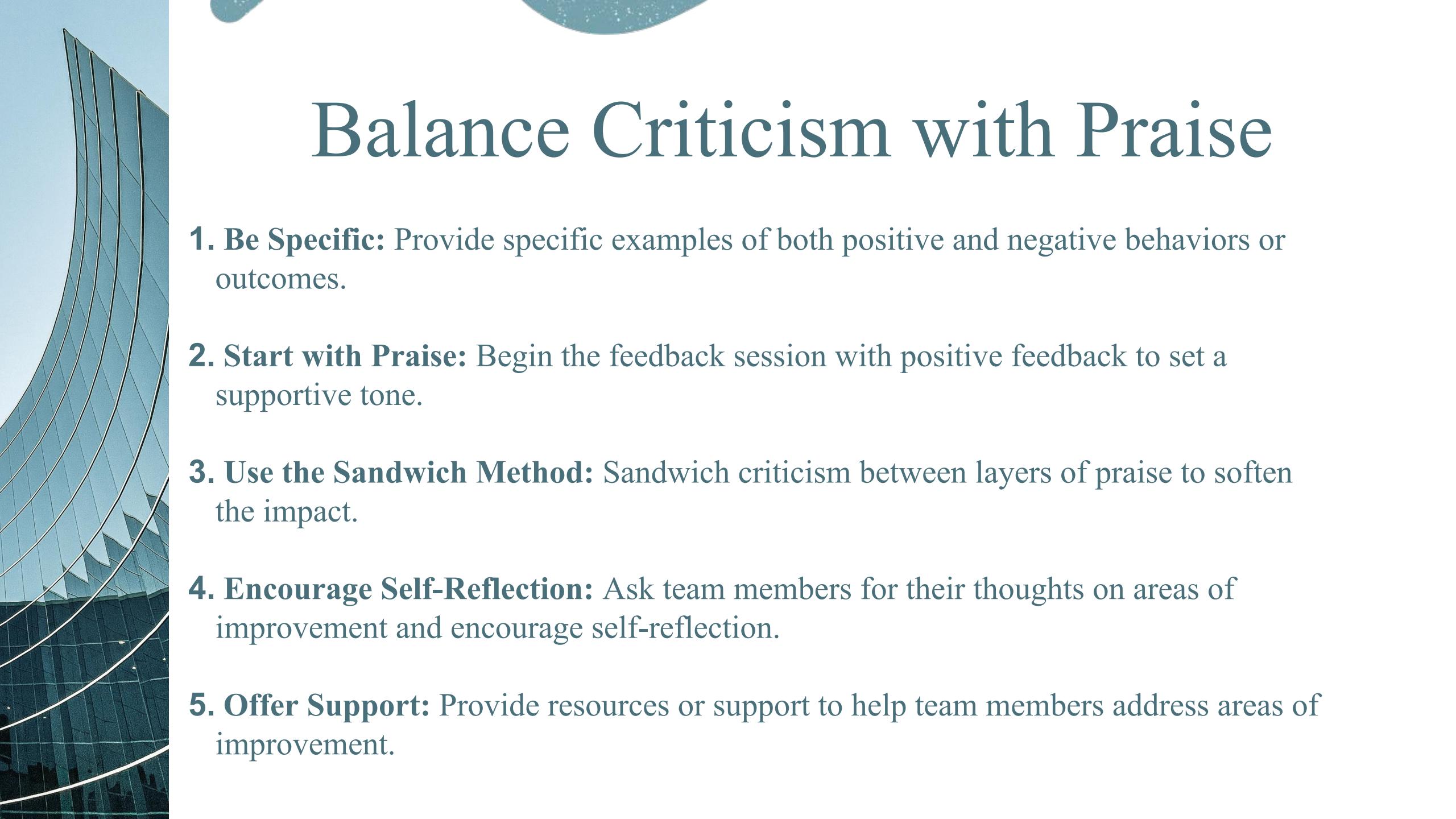
Interactive
Meetings

**Use Relatable
References**

Multilingual
Content

**Harness Visuals
and Graphics**

Personalized
Responses



Balance Criticism with Praise

- 1. Be Specific:** Provide specific examples of both positive and negative behaviors or outcomes.
- 2. Start with Praise:** Begin the feedback session with positive feedback to set a supportive tone.
- 3. Use the Sandwich Method:** Sandwich criticism between layers of praise to soften the impact.
- 4. Encourage Self-Reflection:** Ask team members for their thoughts on areas of improvement and encourage self-reflection.
- 5. Offer Support:** Provide resources or support to help team members address areas of improvement.



https://youtu.be/iqPWa6rvdmM?si=G_AfwIpj40puoB9u



Thank You