



ORGANIZATIONAL BEHAVIOUR

A way to understand one's organization

ABHINAV
SRIVASTAVA

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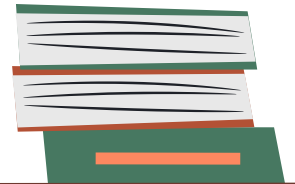
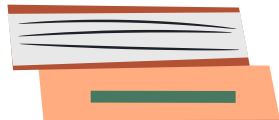
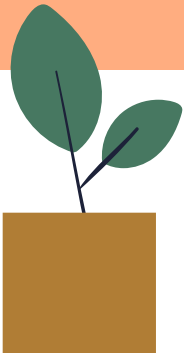
**DISCIPLINES
OF
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OF
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INTRODUCTION

- **As we know that all organizations are run by people.**
- **People Are an Organization's Most Important Assets.**
- **Behavior, Thoughts, Attitude, Perception, Thinking and lot of things are different.**



INTRODUCTION



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ORGANISATION

+

BEHAVIOUR

= ORGANISATION BEHAVIOUR



CHALLENGES AND OPPORTUNITIES FACED BY O.B

Main challenges and opportunities of organizational behavior are;

❑ Improving Peoples' Skills

- Technological changes and environmental changes are changing at a faster rate in the business field.
- Unless employees and executives are equipped to possess the required skills to adapt those changes, the targeted goals cannot be achieved in time.
- These **two different** categories of skills – **managerial skills and technical skills**.
- Some of the managerial skills include **listening skills, motivating skills, planning and organizing skills, leading skills, problem-solving skill, decision-making skills** etc.
- These skills can be enhanced by organizing a series of **training and development programs, career development programs, induction, and socialization** etc.



CHALLENGES AND OPPORTUNITIES FACED BY O.B

❑ Total Quality Management (TQM)

It is related to continuous customer satisfaction through the continuous improvement of all organizational process.

The components of TQM are-

- An intense focus on the customer.
- Focus for continual improvement.
- Product quality.
- Empowerment of employees.
- **Challenge is to find out human resources to deliver quality to product and services to the customers and clients.**



CHALLENGES AND OPPORTUNITIES FACED BY O.B

❑ Managing Workforce Diversity

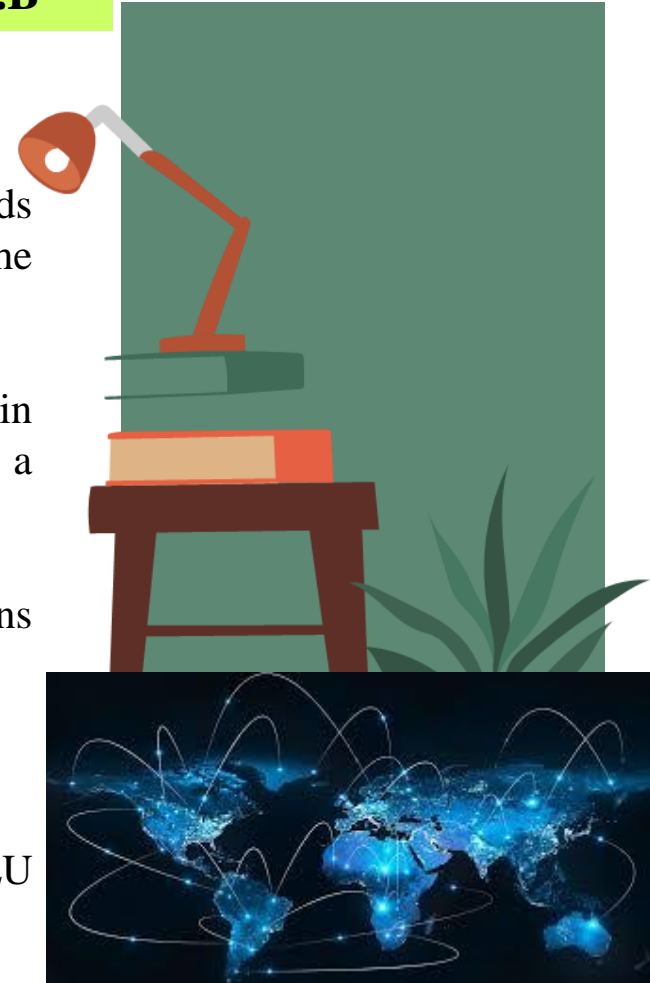
- This refers to employing different categories of employees who are **heterogeneous** in terms of gender, race, religion, community, physically disadvantaged, elderly people etc.
- The primary reason to employ heterogeneous category of **employees is to tap the talents and potentialities, harnessing the innovativeness, obtaining synergetic effect** among the diverse workforce.
- The major challenge for organizations is to **become more accommodating to diverse groups of people by addressing their different life styles, family needs, and work styles.**



CHALLENGES AND OPPORTUNITIES FACED BY O.B

❑ Responding to Globalization

- Today's business is mostly market driven; wherever the demands exist irrespective of distance, locations, climatic Conditions, the business.
- Operations are expanded to gain their market share and to remain in the top rank etc. Business operations are no longer restricted to a particular locality or region.
- Company's products or services are spreading across the nations using mass communication, the internet, faster transportation etc.
- **Indian tea** is exported to many cities around the globe.
- **Garment products of Bangladesh** are exporting in USA and EU countries.



CHALLENGES AND OPPORTUNITIES FACED BY O.B

❑ Empowering People

- Empowerment of employees is another challenging task for every organization.
- Productivity of employees generally gets reduced when kept under stringent rules & regulations as compared when they are allotted some freedom.
- **Delegating appropriate** responsibility & power to employees at different level is important & challenging task for managers.
- Employees should be allowed & encouraged to **participate in various work-related decisions**. This will improve employer-employee relations in the organization & also the commitment of employees to work.



CHALLENGES AND OPPORTUNITIES FACED BY O.B

❑ Stimulating Innovation and Change

- Today's successful organizations must foster **innovation and be proficient in the art of change**; otherwise, they will become candidates for extinction in due course of time and vanished from their field of business.
- Victory will go to those organizations that maintain **flexibility, continually improve their quality, and beat the competition to the market place** with a constant stream of innovative products and services.
- Business will fail & eventually forced to shut down if unable to keep flexibility as per market demand. It should always bring innovative products & services to market with minimum cost. For example, **MI is presently** beating the tough competition in the market by presenting a wide range of innovative products at a minimized cost,



CHALLENGES AND OPPORTUNITIES FACED BY O.B

- ❑ **Improving Customer Service**
- ❑ **Improving Ethical Behavior**



THANKS!

