

SUB AREAS

- ▶ Performance Management
- ▶ Behavior-based Safety
- ▶ Behavioral Systems Analysis
- ▶ Consumer Behavior Analysis
- ▶ Health and Wellness
- ▶ Monetary Incentive Systems
- ▶ Training and Development
- ▶ Leadership and Culture

OVERVIEW

Organizational Behavior Management (OBM) focuses on assessing and changing the work environment to improve employee performance and workplace culture. OBM consultants and managers work in a variety of industries (e.g., health care, human services, education, government, nonprofits, manufacturing, financial services, retail) to achieve meaningful and sustainable behavior change and improved business outcomes.

OBM practitioners typically facilitate change initiatives, improve and develop processes and systems, close gaps in employee performance, retain and develop staff, and support business growth. Organizational results often include reduced accidents and injuries, improved employee retention, improved customer satisfaction and retention, cultural integration after mergers and acquisitions, improved quality standards, and increased revenue and profits.

LEARN MORE

Initial Publication

Brethower, D. M. (1972). *Behavior analysis in business and industry: A total performance system*. Kalamazoo, MI: Behaviordelia, Inc.

Recommended Reading

Daniels, A. C. (2000). *Bringing out the best in people: How to apply the astonishing power of positive reinforcement*. New York: McGraw-Hill Companies.

Daniels, A. C., & Bailey, J. S. (2014). *Performance management: Changing behavior that drives organizational effectiveness* (5th ed.). Atlanta, GA: Performance Management Publications.

McSween, T. (1995). *The values-based safety process*. New York, NY: John Wiley and Sons.

Additional Resources

- ▶ [OBM Network](#)
- ▶ [Cambridge Center for Behavioral Studies](#)
- ▶ [International Society for Performance Improvement](#)