## **Why Understanding Organizational Behavior Matters**

Business leaders can first use their understanding of organizational behavior to evaluate their own attitudes and behaviors as well as the company’s values, strategies and goals. Moreover, they can then use that understanding to identify employees who exhibit leadership and other key behaviors. At its core, organizational behavior examines the behavioral tendencies of individuals within the context of various group settings. Researchers have discovered that organizational behavior relies on both social and environmental factors. The way individuals work together in groups has a significant impact on their overall productivity, ultimately affecting the competitiveness of their organization.

When analyzing what organizational behavior is and why it is important for businesses, managers should understand how various group dynamics can help a company define its organizational structure and achieve its goals. Employees behave in certain ways due to the structure and organization of their work settings, and they respond to different methods of communication. Understanding how individual employees react and respond to each other is essential to making an organization more productive and successful.A keen understanding of organizational behavior can also help improve a manager’s ability to build teams and manage conflict. Managers and human resources personnel can shape organizational culture by the way they focus on their employees and work outcomes.

Employees naturally create subcultures within their organizations as they respond differently to authority and structure. Identifying these tendencies can help an organization build operational strategies that align with each employee’s behavioral strengths. This can have a positive impact on a company’s growth as well as employees’ job satisfaction.

As discussed, a deep understanding of what organizational behavior is and why it is important can contribute to an organization’s effectiveness. Leaders and business managers should have an awareness of how they can motivate employees, provide ongoing training, cultivate effective communication and establish reward systems. These core business concepts and skills can be learned by pursuing a Bachelor of Science in Business Administration degree.