

Importance Of Organizational Behavior In The Achievement Of Organizational Goals

In any organization, the role of the manager is one of the most significant roles as far as the operations of an organization are concerned. Managers are responsible for the way material, information, financial as well as human resources of an organization are used in the delivery of services as well as fulfilling the required objectives. The manager's role in an organization requires that they possess a broad range of skills encompassing both technical as well as interpersonal skills (Greenberg, 2013). Some of the most important interpersonal skills that a manager is expected to possess include leadership, teamwork, and motivation. Since organizations and companies employ people from all walks of life, different backgrounds and different beliefs, the concept of organizational behavior is important as far as managers are concerned.

Employees coming from diverse backgrounds bring to the workplace varied mindsets, beliefs and attitudes to the workplace. In this setting, it becomes imperative for them to get acquainted with the rules of expected behavior. For this reason, it is vital that the management is well equipped with the necessary interpersonal skills to manage the employees to have them pulling in the same direction despite their apparent differences to meet an organization's goals. In this paper, I will analyze the concept of organizational behavior and explain the role it plays in the achievement of an organization's aims and objectives.

Organizational behavior alludes to the way in which individuals and groups working in a company interact among themselves as well as the organization (McShane & Von Glinow, 2015). It is a broad area of management which in essence studies the way people behave in an organization. The combined behavior of the different individual personalities has the potential to create within an organization a climate which can have one of two effects. On one hand, can

either bolster the institution's success while on the contrary, it can undermine the success of an organization. Managers make use of theories and knowledge concerning the field of organizational behavior in a bid to improve their administrative practices which by extension make them effective in their leadership roles. By being knowledgeable in organizational behavior, managers become effective when working with and exerting their influence on employees to realize organizational goals.

Organizational behavior has evolved over time from the scientific study of management as it were during the industrial era. As a field, Organizational Behavior is an interdisciplinary field in that most of what is covered in organizational behavior draws on research and ideas from other disciplines concerned with human behavior and human interaction. Some of the fields include psychology, sociology, anthropology, and communication (Miner, 2015). Research indicates that the most successful organizations aim to make the maximum use of the talents and energies of their employees and key to getting the most out of them is being able to understand their behavior and what drives them to work better. Organizations that come up with new and efficient ways of managing their employees hold an advantage over competitors because effective management of the labor force is rewarded with commitment, organizational competence, the maximum involvement of the employees in the company's operations, and a desire to learn.

Human nature dictates that all people are different, in the way we think, we all have different likes, and we all have different preferences of the things we like. In the same way, we all behave differently. There are certain behaviors generated by individuals which have the potential to be detrimental, counterproductive and set back an organization. Granted, there are actions carried out by people which can also help the institution, and these should be encouraged.

For example, prosocial behavior denotes selfless actions which benefit other people within the organization and as a result benefits the entire organization as a whole. Factors that influence prosocial conduct include workers' faith and attitude towards both the management and the organization itself (Pinder, 2014).

On the other hand, employee behavior that goes contrary to the genuine interests of the company is referred to as counterproductive work behavior. These behaviors can hamper the achievement of an organization's goals. For example, it is possible for some individuals to significantly identify only with a particular group and not the whole, a situation which might lead to the development of mistrust between the management and the employees.

To better understand the role that organizational behavior plays in the achievement of organizational goals, it is important first to define what company culture is, how it can both affect behavior either negatively or positively and reveal how company culture is transmitted to the employees through various avenues. In doing so, it becomes possible to explain the role that managers can play in aligning the behavior of their employees so that it is in tandem with the goals of the organization. By definition, company culture is the brand or personality of an organization. It represents what the company believes in and stands for. It is what sets the company apart from others that are either competitor or of the same caliber (Wagner & Hollenbeck, 2014).

It is said that reality is a matter of perception, and this applies in particular to company culture. In short, company culture is concerned with how an organization's employees, potential employees, clients and the general public view the institution. It is important to note that company culture is one of the most important aspects of a company seeing that it can impact a company's sales, employee morale and profits either negatively or positively (Greenberg, 2013).

Good company culture can reduce employee turnover, inspire employees to be productive and positive in the workplace and at the same time attract prospective partners who intend to work with the organization.

Company culture impacts on employees in a variety of ways. For example, it has an effect on the performance of employees, their happiness and it also has an impact on employee engagement. In a company with a strong company culture, employees in such an organization feel treasured, and the reason behind this is that the company culture empowers them to have some control over their jobs. They may be allowed to work from home, choose their projects themselves or assume new roles. Personnel that feels valued can make decisions at the highest level of performance. In addition to this, a progressive company culture makes sure that employees remain satisfied with the role they play in organizations and hence remain loyal to an organization (Miner, 2015). This aspect of company culture becomes crucial in the competitive recruitment environment because it enables a company to hold on to its best workers. On the contrary, if a company had a weak company culture, it becomes easier for other firms to poach the best workers.

A strong corporate culture is an indication that the personnel working in an organization hold similar beliefs, are like-minded and embody similar ethical values. In cases where these principles and moral values are in alignment with the company's goals and objectives, it becomes easier to develop a certain rapport and belief among colleagues which is a critical component of effective team building. Bonds that grow between workmates helps them to avoid conflict so that they can focus on the tasks at hand.

In this respect, the role of managers is essential in fostering the development of a strong corporate culture as well as ensuring that employees conform and contribute positively to the

achievement of the company's goals. The key to achieving this is through understanding organizational behavior. In an ever changing environment, the manager's role has become more important in a corporate setting. For a manager to be able to handle a new workforce, and also to be able to deal with the demands and complications of a new environment, it is important that they come up with information concerning both individual and group attitudes and behavior in an organization. For this reason, a manager's skill set has to include not only hard skills but also soft skills which enable them to perform their roles in an effective and efficient manner. Soft skills, in this case, can be defined as skills relating to the human relation and interpersonal nature.

Therefore, it is evident that organization behavior plays a crucial role in the achievement of organizational goals. Consequently, when managers understand organizational behavior, it helps them as agents of management to predict how the employees are likely to react to any changes occurring in the organization. By developing an understanding of organizational behavior, it then becomes possible for an organization's management to predict the potential effects of changes in say policy and procedure before it is implemented. In so doing, it becomes possible to increase personal and organizational effectiveness (McShane & Von Glinow, 2015). There are numerous theories involved in the study of organizational behavior and one of the most popular theories implies that success in an organization hinges on the development of similar behaviors between the employees and the employer encompassing the same code of ethics, policies, and codes which act as a guide to decision-making and the behavior of employees in general. When employers employ this behavioral theory, it then becomes possible for them to structure their organizational behavior in a way that all employees at every level of the organization work towards the achievement of similar organizational goals.

By developing a clear understanding of organizational behavior, it becomes possible for organizations and companies to come up with management strategies that are both efficient and reliable in addition to producing work environments that are organized and smooth-running. Developing an understanding of organizational behavior enables managers to be in a position to develop a wide variety of solutions depending on what the organization needs, helps them develop agreements between personnel which makes them more efficient individually and collectively and motivates them to improve their performance (Wagner & Hollenbeck, 2014).

While I was interning at Barclays Capital, which is one of the leading investment banks in the world, I got to experience first-hand the application of organizational behavior. As a multinational entity, the success of Barclays is dependent on organizational behavior principles which are adopted and applied in the individual divisions. One of the organizational behavior principles which impressed me was the way the personality good organization and personality traits among the employees was developed. At Barclays, the management always emphasized the need to understand the character of employees to develop good organizational behavior. In addition to this, the need to know the personalities of the employees working in the organization was necessitated by the need to cultivate an interaction model that was workable within the organization. Even though character is influenced by the environment that one is in, other factors such as social settings, grooming and attitude also contribute to molding an individual's personality. In Barclays, there are some common characteristics which are acceptable across the board. For example, executives attached to the customer service department are expected to adopt an aggressive attitude while remaining humble and respectful, be welcoming, assertive and possess an inherent listening ability. Another important principle that is enforced within the

organization is communication whereby all staff members are expected to use cordial and appropriate communication methods regardless of rank.

From the knowledge I have acquired and lessons I have learned from this research, I understand that as an individual working in an organization there are other people who are different from me and who embody different characteristics from me. However, despite the apparent differences that may exist, my colleagues and I have the responsibility of setting aside our differences and work in tandem towards the fulfillment of organizational goals which are common. As a leader this research teaches me that I have the sole responsibility of promoting harmony and understanding in the workforce and in so doing have all employees and team member pulling in the same direction to achieve organizational goals.

In conclusion, it is evident that organizational behavior plays a significant role in the achievement of organizational goals. The role that managers play within an organization makes it imperative that they understand how people interact on an individual level or in groups. By understanding these dynamics, managers in their roles have the ability to influence employees to work together for the realization of organizational goals.

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