APMG Organizational Behavior Management (OBM) Foundation - Including Exam

Duration: 3 Days **Course Code: OBM-F** **Delivery Method: Virtual Learning**

Overview:

Research has consistently identified behavior as the root cause behind so many failed change initiatives.
A study by McKinsey reveals that a staggering 70% of organizational change programs fail to meet all their objectives—and no less than 60% of those failed cases identify 'behavior' as the root cause.
This means there is a misalignment between organizational objectives and the behaviors exhibited by employees. Whether the focus is on productivity, quality, absenteeism, sales or safety, Organizational Behavior Management (OBM) is the approach that helps organizations unlock its inner potential.
Organizational Behavior Management (OBM) is an evidence-based approach that follows a 7-step protocol to optimize organizational performance.
Our behavior management certification combines the science of Applied Behavior Analysis (ABA) with practical guidance, including a 6-month coaching period so candidates can practice their new techniques.

Updated 30/6/2026

Target Audience:

Anyone with a responsibility for improving individual and team performance, including leaders, managers, consultants and human resources professionals.

Objectives:

- Learn how to influence, motivate and guide team behavior using evidence-based techniques to drive team performance and engagement.
- Gain insight into how behavior is shaped by workplace culture, environment, and reinforcement.
- Understand how to apply behavioral principles to support successful organizational change.
- Learn how to analyze and modify behaviors that affect productivity, safety, quality, or morale.
- Strengthen emotional intelligence, decision-making, and resilience in challenging situations.

Prerequisites:

- There are no formal prerequisites for attending the OBM Foundation course.

Testing and Certification

Candidates who seek an OBM certification must first receive online (virtual) training or in-person training.

- **APMG Certified OBM Foundation**

Follow-on-Courses:

- **OBM Practitioner**

Content:

What You Will Learn

- The underpinning philosophy and principles of OBM;
- The principles that govern human behavior;
- Common pitfalls and errors in influencing the behaviors of others;
- The effective application of key OBM techniques such as behavior analysis;
- The protocol for effective interventions.

Further Information:

For More information, or to book your course, please call us on 0800/84.009

info@globalknowledge.be

www.globalknowledge.com/en-be/