

Certified Courses



Industrial and Organizational Psychology Driving Employees Performance

Why Attend

- This course helps attendees to know and apply psychological principles and methods to solve problems in the workplace which can improve organizational performance and quality of employees' life. Additionally, this course can help participants in studying workplace productivity, understanding working styles, and get a feel for the morale and personality of their workforce.

Course Methodology

- Personality tests, surveys, role plays, team exercises, individual exercises, and videos are some of the used methodologies in this course.

Course Objectives

By the end of the course, participants will be able to:

- Define what is industrial and organizational (I/O) psychology
- Use I/O psychology applications in their organizations
- Identify the impact of motivation on organizational effectiveness
- Recognize the outcomes of having a good Organizational Citizenship Behavior (OCB)
- Manage counterproductive work behaviors to build a meaningful culture and a positive work atmosphere

Target Audience

- Executives, HR managers, managers, leaders, business counselors, HR professionals, and any professional interested in the subject of industrial and organizational psychology.

Target Competencies

- Organizational psychology
- Industrial psychology
- Psychology
- Motivation
- Leadership
- Wellbeing
- Work life balance

Module 1: Industrial and Organizational (I/O) Psychology

- Psychology
- History of I/O psychology
- What can I/O psychology add to businesses
- Differences between psychology and I/O psychology
- Promoting employee performance
- Improving employee well-being

Module 2: Applications of I/O psychology at the workplace

- Knowledge, Skills, and Attitude (KSA) model
- Other personal/ psychological characteristics
- Job analysis
- Job-oriented approach
- Person-oriented approach
- Psychological tests
- IQ tests
- Job-relevant knowledge tests
- Personality tests
- Position Analysis Questionnaire (PAQ)
- Psychology in assessment centers
- Measuring job performance
- Theoretical criteria
- Actual criteria
- Objective measures
- Subjective measures
- Leniency error
- Halo error
- Behavior-focused rating forms
- Critical incidents
- Behavior-focused
- Recruiting and selecting employees
- Persuasive methods for attracting talents
- Bias in unstructured interviews
- Selection Processes
- predicting job success

Module 3: Employee motivation

- Existence, Relatedness, and Growth (ERG) theory:
- Existence needs
- Relatedness needs
- Growth needs
- Expectancy Theory
- Goal Setting Theory
- Job satisfaction
- Work-family conflict
- Gender, age, and ethnicity

Module 4: Organizational Citizenship Behavior (OCB)

- Psychological consequences of satisfaction
- Job performance
- Turnover
- Absenteeism
- Teamwork
- Autonomous Work Teams (AWT)
- Group leadership
- Leader-member interactions
- Leader-Member Exchange (LMX)
- Counseling

Module 5: Counterproductive Work Behavior (CWB)

- Aggression and counterproductive work behavior
 - Occupational health psychology
 - Psychological conditions affecting health
 - Work schedules
 - Rotating shift work
 - Shift changes disruption
 - Long shifts and long weeks
 - Stress, accidents, and safety
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