



# **Industrial and Organizational Psychology: Driving Employees Performance**

**28-30 May 2025**

**Online**

## Why Attend

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

## Course Methodology

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

## Course Objectives

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

- Explain the added value of industrial and organizational (I/O) psychology for organizations
- Analyze I/O psychology applications in their workplace
- Identify the impact of motivation on organizational effectiveness
- Interpret the effects of the Organizational Citizenship Behavior (OCB)
- Manage counterproductive work behaviors to build a meaningful culture and 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

- Designing and implementing organizational interventions
- Conducting job analysis
- Assessing employee behavior
- Creating motivational environments
- Managing work-life balance

## Course Outline

- 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
- Applications of I/O Psychology at the Workplace
  - Knowledge, Skills, and Attitude (KSA) model
    - Other personal and psychological characteristics
  - Job analysis
    - Job-oriented approach
    - Person-oriented approach
      - Psychological tests
    - Psychology in assessment centers
  - Measuring job performance



- Theoretical criteria
  - Objective measures
- Recruiting and selecting employees
  - Predicting job success
- Training Employees
- Employee Motivation
  - Existence, Relatedness, and Growth (ERG) theory
  - Expectancy Theory
  - Goal Setting Theory
  - Job satisfaction
  - Work-family conflict
  - Gender, age, and ethnicity
- 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
- 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

