

# Organizational Behavior Management Certification

Learn to apply a scientifically proven approach  
to positively change behaviors



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## Learn how to develop and nurture effective employee behaviors with OBM training and certification.

Research has repeatedly identified behavior as the root cause for a majority of organizational change programs failing to meet their objectives.

**Organizational Behavior Management (OBM)** is a scientifically proven, evidence-based approach to optimizing organizational performance. Increasingly recognized as “The Science of Success”, OBM is based on the science of Applied Behavior Analysis (ABA), combining a 7-step protocol with hard data to positively change behaviors.

Used successfully worldwide for over 40 years, OBM has a proven track record of improving organizational performance in every field of business.

**OBM Foundation™** courses equip participants with the knowledge to start successfully applying OBM within their team and organization with a view to developing and cultivating effective behaviors.

**OBM Practitioner** courses (1-day) are followed by a 6-month coaching period in which candidates will learn to apply OBM theory to a real-life scenario within their own organization.

Courses will equip participants with knowledge and tools to:

- ▶ Understand the underpinning philosophy & principles of OBM.
- ▶ Learn to apply a scientifically proven approach to positively changing behaviors for improved performance.
- ▶ Specify and measure performance in terms of desired results and behaviors.
- ▶ Identify principles and factors that cause, affect, influence and govern human behavior.
- ▶ Understand the common pitfalls and errors in influencing the behavior of others.
- ▶ Identify and develop strategies and solutions to encourage positive behavior and address negative behavior.



### Who Is It For?

OBM training and certification is applicable to anyone with a responsibility for improving individual and team performance, including leaders, managers, consultants and human resources professionals.

Find out more online at: [apmg-international.com/OBM](https://apmg-international.com/OBM)



### Qualifications Available

- ▶ **Foundation** - multiple choice
- ▶ **Practitioner**

You may also be interested in:

- ▶ Lean Six Sigma
- ▶ Certified Local Change Agent
- ▶ Agile Change Agent
- ▶ Change Management

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Professional certifications designed to help individuals and their organizations perform more effectively.

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