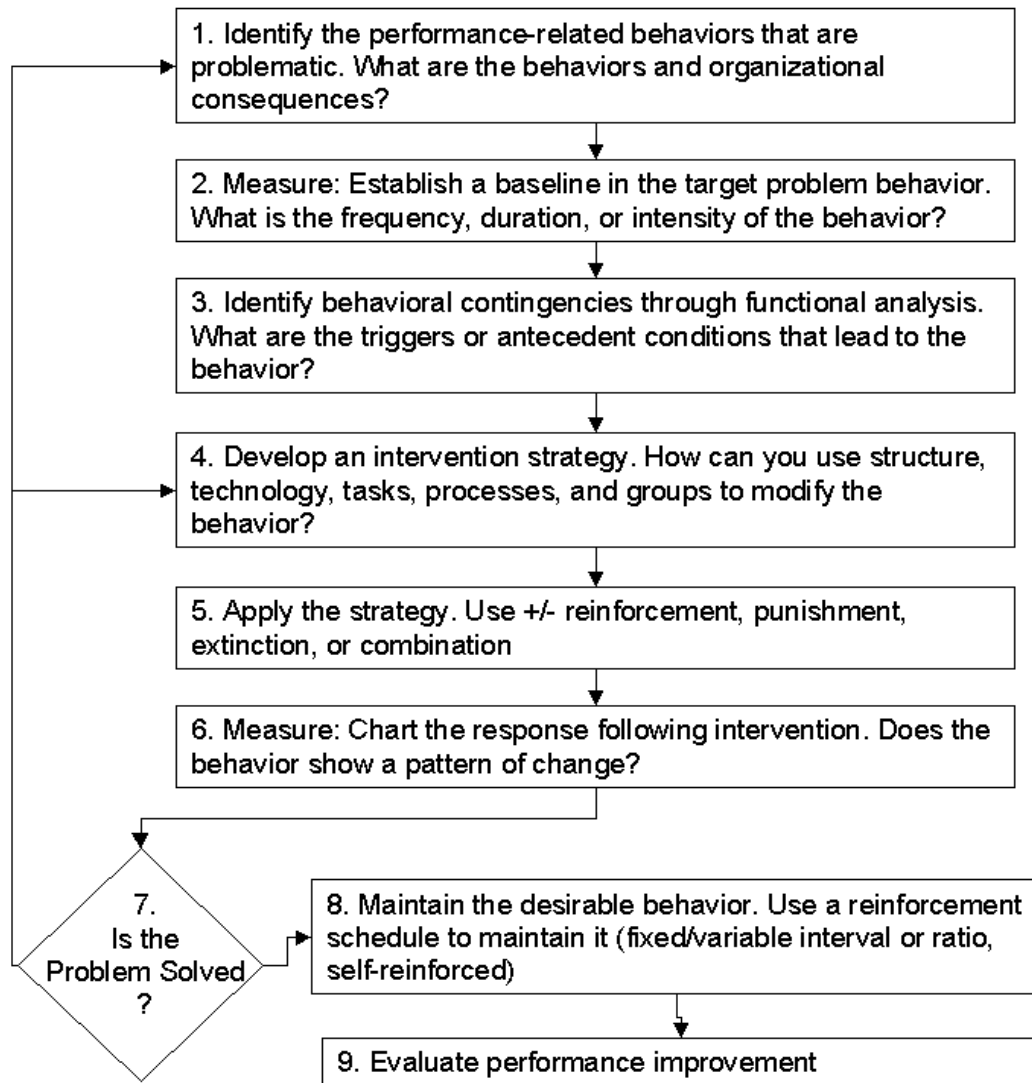


## **Organizational Behavior Modification (OB-Mod): A corrective behavior strategy**

**This approach to motivation and dealing with problem behaviors is based on the application of learning theory to people in the workplace. Reinforcement theory holds that a desirable behavior can be increased by linking that behavior with positive outcomes, while undesirable behaviors can be decreased by linking them with negative consequences or by eliminating reinforcers. The advantage of this approach is that it focuses on specific behaviors in the workplace and is thus performance based. It also, at least to some degree, avoids sensitive personal counseling issues in a person's personal life, by focusing on what needs to be done to improve performance. Finally, it provides a clear structure and consequences to employees that encourages them to change in an observable way in a structured time frame. The model below outlines the stages of its use.**

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## Organizational Behavior Modification (OB-Mod)



### The effectiveness of OB-MOD

This relatively simple and straight forward approach has been used in a variety of organizations with varying rates of success. For example, B.F. Goodrich has used OB-Mod to increase productivity by more than 300%, and Weyerhaeuser increased productivity in three different groups by 8%. However, a program initiated by Standard Oil of Ohio was discontinued due to failure to meet objectives, and A Michigan Bell program was considered only modestly successful.