

ORGANIZATIONAL DEVELOPMENT

- Org dulp is a system wide application and transfer of behavioural science knowledge to the planned development, improvement and reinforcement of the strategies, structures, and processes that lead to organization effectiveness.
- The term org^{nal} development was coined by Richard Beckard in the mid-1950's.
- Org^{nal} Dulpmt is acronym of 2 words i.e. org and Dulp.
- Org is a social unit of ~~pe~~ people that is structured and ~~has~~ managed to meet a need or pursue collective goals.
- Dulp is a systematic use of scientific and technical knowledge to meet specific objectives and requirements.
- OD is a deliberately planned effort to increase an organisations relevance and viability.
- OD is the framework for change and often times a manager helps to lead the change.

Date: _____ Page: _____

- OD is known both as a field of applied behaviour sciences focused on understanding and managing organisational change and also field of scientific study and inquiry

- OD a systematic learning and development of strategy intended to change the basic of belief, attitudes and relevance of values & structure of the current org to better absorb disruption, market opportunities, and ensuing challenges and chaos.

Burke -

"OD is a planned process of change in an organisation's culture through the utilization of behavioural science, technology, research and theory."

Beckard -

OD is an effort (1) planned, (2) org wide, and (3) managed from the top to (4) increase org effectiveness & health through (5) planned interventions in the org's "processes", using behavioural science knowledge."

OBJECTIVES OF OD

- To increase the level of interpersonal trust among employees.
- To ↑ employee's level of satisfaction and commitment
- To confront problems instead of neglecting them
- To ↑ cooperation among the employees
- To ↑ the org problem solving
- To put in place process that will help improve the ongoing operation of the org on the continuous basis.

HISTORY.

- 1960 - OD was implemented in Org via consultants
- 1970-80 - OD became more established field.
- 1990 - present - OD continue to grow & evolve