

# PINTEGRATED ACADEMY

## Organizational Behavior Management Courses



**"Success is all about human behavior"**

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# What is Organizational Behavior Management (OBM)?

Every organizational accomplishment depends on behavior. Whether it is to improve productivity and/or quality or even boost creativity, it requires team members to change their behavior. So, it is safe to say that managers should know how to influence behavior if they want to improve results.

However, very few executives are trained in how to systematically influence behavior based on scientific management methods. This is where applied behavioral analysis can be helpful. It's the science that explains human behavior: why one does what she does, says what she says or doesn't act at all. The application of these scientific findings in organizations is called Organizational Behavior Management (OBM).

The executive educated in OBM will first define the results needed, and then determine the behaviors that will produce these results, followed by consistently and systematically managing those behaviors as they occur.

Key benefits of applying OBM methods include:

**Practicality:** A set of specific actions for increasing desired performance and decreasing undesired performance – not a generalized abstract theory that simply suggests ways to think about problems.

**Flexibility:** Applicable to a wide range of functions, from sales and safety to customer service and c-level performance.

The executive educated in OBM will know how to apply behavioral technology – the power of positive reinforcement – to get the best out of team members.





## What is success?

In the simplest of terms, success means achieving results. And achieving results is the consequence of human behavior. So, if you want to improve the result, start with the behavior.

But what should someone do differently if they want to be successful? Can companies positively influence employees to behave a certain way?

To answer these questions, we need to get some insight into the universal laws of human behavior. Without this insight, implementing organizational changes within a company is likely to fail.



# Pintegrated Executive Training Courses

The current wave of digitization (Fourth Industrial Revolution) is more than simply automating work processes; it is about a different way of thinking and acting. Due to digitization, business models will need to be changed and, more than ever, daily behavior will be the key to competitive advantage. Behavioral management is a neglected game-changer. Our courses enable management to see new possibilities, processes or technology, leading to new actions and results.

Pintegrated courses are aimed at the realization of goals. You will learn how to apply the robust science of behavior analysis in a real-life case in an organizational context or at the individual level.

Built upon the science and application of behavior analysis developed a century ago by Ivan Pavlov and further developed for use in organizations by Aubrey Daniels and Marius Rietdijk, all our courses translate proven scientific knowledge into ready-to-use steps towards success.

*"The Behavioral Strategy course has helped me understand various undesired behaviors and how to deal with them. The methods used in the training have proven to be very effective and have helped me improve myself as a project manager."*

- Robert Sigmond, IT Manager Forbo Eurocol Nerderland B.V.

Pintegrated offers three programs to help you master the behavior factor

## BEHAVIORAL TECHNOLOGY

The science-based technique behind behavioral change

## BEHAVIORAL STRATEGY

Execute your behavioral change plan

## MANAGEMENT BY CONSEQUENCES

Manage your team based behavioral insight

Behavioral Change Model



Behavioral Change Strategy



VU-ADRIBA Change Strategy



Behavioral Leadership



Behavioral Execution



Young professionals

Middle management

Upper management

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# BEHAVIORAL TECHNOLOGY

## Behavioral Technology

Perfect for young professionals and anyone interested in human behavior, this concise course offers an introduction to the universal laws that guide human behavior. It is designed for people who want to change their own behavior or influence the behavior of others.

The course consists of:

- Introduction to Behavior Technology
- ABC Model of Behavior Technology (Antecedent Behavior Consequence)
- Four basic strategies of influencing human behavior
- Exam

After each module, you will be invited to take a short quiz. After completing all of the modules, you will take a multiple-choice exam. If you successfully pass the exam, you will earn a "Certificate of Competence". Your certificate will immediately be available for download and can be published on LinkedIn.

The course (including the quizzes and exam) takes approximately 2 hours and is 100% digital, so you can follow it at your own pace.

**Fee is: €397, ex. VAT and includes access to the course for three months so you can watch it and re-watch it.**



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# BEHAVIORAL STRATEGY

## Behavioral Strategy

This multiple day training program is designed for middle management and higher who would like to execute a behavioral change plan. Behavioral change plans are particularly useful for anyone who wants to change or influence behavior within an organization (e.g., change agents, team managers, project managers).

In collaboration with ADRIBA-Vrije Universiteit Amsterdam, we have developed a Behavioral Strategy program based on the OBM Practitioner curriculum, making it the highest level and best quality course in the field. By participating in the training program, you will:

- gain insight into the universal laws of human behavior,
- become familiar with the three pitfalls of wanting to influence behavior,
- master the four basic strategies of effective behavioral influencing,
- learn how to apply a proven approach to improve individual and team performance in a sustainable way.

Upon successful completion of the course, participants will receive a “Certificate of Competency”. Participants who have already earned a Dutch bachelor’s degree or higher will receive the highly rated post-graduate certificate “Certified OBM Practitioner” from the Vrije Universiteit Amsterdam.

Central to the training is the proven method of “learning by doing”. You will start with your own practical case and will be guided in the design and implementation of a Performance Improvement Plan (PIP). So, what you learn is immediately applied to your work!

### Duration

This program consists of five months of practical learning:

- blended classroom (in-person and online): five half-day sessions where you will learn about theory and work with your team to arrive at a concrete Performance Improvement Plan (PIP),
- self-study: weekly meetings with your group (approximately 3-4 hours per week),
- one-on-one support (scheduled with instructor).

### Your Investment

Based on our experience, the knowledge students gain and apply to real-life business cases is well-worth the investment! The fee covers in-class and virtual training, support for self-study, software licenses, literature and unlimited access to our exclusive OBM LinkedIn group where participants can share best practices and receive advice from others.

**Fee per participant is €2,997 (excluding VAT, €500 exam fee and travel costs).**

# MANAGEMENT BY CONSEQUENCES

## Management by Consequences

Senior management faces a unique set of challenges. Our executive training for upper management offers highly practical knowledge in a compact program.

This program is about how to manage your team, associates and stakeholders, based on behavioral insight.

Building on the knowledge from our Behavioral Strategy course, the Management by Consequences program provides you with the opportunity to learn about:

- key insights on why and how to use behavior as a powerful performance lever,
- key insights on how behavior can be a sustainable competitive advantage,
- how to define the results that your organization needs and then determine the behaviors that will produce those results,
- how to manage those behaviors as they occur and lead others to higher performance.

The fee covers in-class and virtual training, support for self-study, software licenses, literature, and unlimited access to our exclusive OBM LinkedIn group where participants can share best practices and receive advice from others.

**Fee per participant is €4,997 (excluding VAT, €500 exam fee and travel costs).**

If you would like to know more about this exclusive course, please do not hesitate to contact us at: +31 (0) 6 22 72 30 57 or [info@pintegrated.nl](mailto:info@pintegrated.nl).



[learn more about training](#)

# WHY TAKE OUR COURSES?

Pintegrated Academy is a branch of Pintegrated Consultancy. We combine more than 25 years of experience in optimizing (team) performance by ensuring good coordination between systems, people, and organizations. In short, we focus on efficiently organized process management and effective behavioral change.

## Our mission statement

Pintegrated helps its customers solve business management issues.

## Our brand values

Holistic: we take the coherent whole into account.

Rational: our methods are fact-based.

Pragmatic: our solutions are useful and usable.

All our training programs are in sync with our brand values. They are practical and packed with ready-to-use solutions. Our courses are given by Albert Makhanlal, founder of Pintegrated, or one of our VU-certified associates.

Interested in a successful application of our training? Visit our website <https://www.pintegrated.nl/changing-it-behavior/>.

Practical info	Behavioral Technology	Behavioral Strategy	Management by Consequences
Location	Online	Online/In person	In person
Start	24/7	February, September	Upon Invitation
Language	English	English/Dutch	English/Dutch



**"I got to know Albert as a passionate and enthusiastic professional. His calm appearance, sharp manner of asking questions and his pragmatic attitude enable him to effectively coach and train others in Organizational Behavior Management (OBM). If you wish to learn about OBM I recommend Albert."**

- Dr. Marius Rietdijk, Scientific Director ADRIBA,  
Aubrey Daniels Research Institute for Behavior Analysis  
School of Business and Economics, VU University Amsterdam



**"Our courses are designed to provide executives with the knowledge they need to better understand human behavior and immediately apply OBM techniques at work."**

- Albert Makhanlal, VU University Certified Trainer/Coach, Behavioral Strategy, Pintegrated Consultancy



# **Pintegrated Academy**

## **Organizational Behavior Management Courses**

Success is a choice and human behavior is the key to that success!

How can your organization benefit from OBM?

Call Albert on +31 (0) 6 127 126 34 or send an email to  
[info@pintegrated.nl](mailto:info@pintegrated.nl).

We look forward to hearing from you!



**[www.pintegrated.nl](http://www.pintegrated.nl)**



**[info@pintegrated.nl](mailto:info@pintegrated.nl)**



**[www.linkedin.com/in/expert-  
performancemanagement](http://www.linkedin.com/in/expert-performancemanagement)**



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