

OBM Foundation+ Level Training

Thank you for your interest in Organizational Behavior Management, or OBM for short. You will find that it will make your life easier as an influencer of the behaviors of others, and that it will help you attain your goals in a more positive way. For more background info on OBM go to <https://bit.ly/2EPx8ZL>

This training consists of 7 'live' online sessions of 3 hours each. It lays a very solid foundation around the principles and concepts of OBM. With the help of practical exercises and a special app with learning questions, the material comes to the participants in a lively manner. The training can also be concluded with an officially recognized exam from APMG International (see <http://www.apmg-international.com>) and successful candidates are awarded with an electronic certificate and a "digital badge". The latter is a modern form of being able to show that you as a person are in a register with which you can actually demonstrate that you have passed this exam. You can use this badge on LinkedIn, for example, so that others can check it immediately.

Content of the training:

Below you will find a breakdown of the topics that will be discussed. The exact distribution in time cannot be given precisely because there will also be a lot of attention and space for questions, so that a specific topic may be discussed sooner or later in the program.

Session 1-3:

- Introduction to OBM and Behavioral Management: Behavioral Science and Business Administration combined.
- ABC model and functions of behavior: What makes us do what we do?
- ABC analysis to explain behavior
- Antecedents: What incites to act?

Session 4-5:

- Consequences: What happens to you when you show a behavior?
- Dealing with unwanted behavior
- Protocol for OBM - part 1: preparing interventions

Session 6-7:

- Protocol for OBM - part 2: implementing interventions
- Reinforcement: turning behavior into habits
- Using OBM in a BBS project
- Getting to know the OBM Optimizer as a tool for building and managing your OBM/BBS cases

Study load:

Besides the three days of training, using the app takes about 5 hours to lay a foundation for the exam. In addition, the participant studies the textbook and slides. It is also advised to contact each other in the meantime to discuss practical examples and to practice with the ABC analysis. On balance, in terms of exam preparation, this amounts to a total of 5 to 6 days of study.

We advise you to spread the workload as much as possible throughout the duration of the training, so apart from attending the online class you should study for a few hours each week.

Extra team coaching in preparation for taking care of the BBS Leadership trainings

In addition to the formal training and *before* taking the exam, we also take the time to prepare you through additional team coaching to be able to provide the BBS Leadership Bootcamp and the BBS Sr. Leadership Masterclass. BBS, or Behavior Based Safety, is a special branch within the science of OBM focusing on the theme of Safety.

These courses have been specially developed by Neotopia in collaboration with FC to ensure optimal dissemination of ideas within the organization. In short: they help you inform stakeholders about the basics of OBM and BBS, so these stakeholders can support you in your behavioral change projects. It does require some guidance and preparation to be able to provide these training courses.

Under supervision of the trainer, each participant will therefore practice:

- a. taking care of the presentations (each participant presents a part of the BBS training and receives feedback from the rest of the group).
- b. performing an ABC analysis

Exam:

The exam, which is available in both Dutch and English, consists of a test with 40 multiple-choice questions, 28 of which must be answered correctly to pass the exam.

The exam takes 60 minutes. If English is chosen and this is not the native language, the candidate will receive 25% extra time (in this case 15 minutes).

The exam can be taken online, after you have concluded both the training and the BBS Leadership presentation preparation sessions.

Certification:

Passing the exam leads to obtaining the e-Certificate from APMG International, as well as the aforementioned "digital badge".



Target Audience

This training is intended and designed for anyone who is faced with the challenge of achieving certain (organizational) goals and needs the help of others, and is wondering how to get the cooperation of these colleagues, customers or subordinates. There are no formal entry standards for the course and exam in terms of diplomas or previous education. Thinking and working level at at least Secondary Vocational Level Education (MBO in Dutch) is recommended.

Follow-up: applying OBM in practice

The Foundation training is in itself very interesting but in the end it is all about applying the knowledge in a practical situation. We know from hundreds of other participants that the real learning takes place on the job. That is why the theoretical training can be extended and supported with individual coaching sessions. These are highly recommended as a way of helping you to learn how to apply OBM in practice. You will pick your own business case and will apply OBM to measurably change behaviors and improve business results. You will use the OBM Optimizer as the supporting case-management platform and the Performance Counter as your easy observation app (all are already available within FC).

With the help of your coach, you will be able to demonstrably improve a business performance of your choice. We recommend you invest about 6 months for your project (lead time) and about 8 sessions of 1 hour each on coaching and hands-on support. Depending on the scope of your project you need to take into account that it will take you a few hours per week on average to guide the project and its stakeholders. More information will come available as the training progresses.

Certification of project

By doing an OBM/BBS project under supervision of a Certified OBM Instructor and coach, you may be eligible for certification by Neotopia. Contact us at info@neotopia.nl for more details on the criteria.