



Black Applied Behavior Analysts

BABA CONFERENCE

JUNE 18-20, 2022
DETROIT, MI

Influencing Organizational Culture via Mission & Values

Abstract

Organizational behavior management (OBM) is a subfield of applied behavior analysis (ABA) that focuses on changing behaviors and performance within the workplace. Often, performance management is a main focus when companies are privy to OBM. However, no amount of performance management is going to bring about sustainable change if the culture of the organization is not positive, welcoming, encouraging, etc. An applied OBM project looking at factors that influence organizational culture will be shared. The project focuses on company mission and values and how they can be integrated into staff training and development, performance coaching systems, staff recognition systems, and performance evaluation systems. Learn the steps a small ABA company took to clearly define their mission and values in an effort to influence change within their organization!

Learning Objectives

1. The various levers that can be utilized to influence organizational culture
2. How to clearly define mission statement
3. How to clearly define organizational/company values
4. How one company utilized each of the above steps to influence its culture



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