

Organizational Behavior and Leadership Ethics

Extract from the course program
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Нейтральная
бизнес
заставка,
задний фон

Personal Information:

- 20+ years of professional experience
- Expertise in Consumer Marketing, Strategic Marketing, Consumer Insights & Research, Leadership, Organizational Behavior, Effective Communications & Presentations
- Senior Executive in leading FMCG companies: Coca-Cola & Philip Morris

Здесь можно поделить на два, одна часть про К, а вторая про ФМК
Если фотки не подходят то лучше просто обойдись лого двух компаний

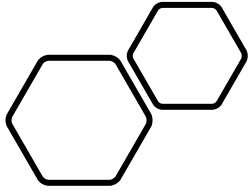


6 из 15

популярнейших
международных
табачных марок
в мире



PHILIP MORRIS
INTERNATIONAL



- Carbonated Soft Drink
- Juices
- Water
- Ice tea
- Lemonades



- Conventional Cigarettes
- Smoke-free alternatives





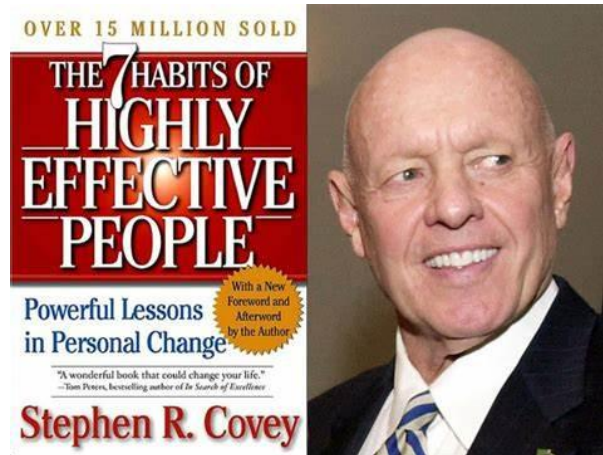
**CENTRAL ASIA
SOUTH**



- Leading the Teams
- Coaching
- Mentorship

Personal Information:

- Alumni of KIMEP MBA program (majoring in Marketing)
- Certified Business Trainer (Franklin Covey Training)
- Certified Career Coach (Step & Grow; PMI certified program)
- Being a happy mother of three children
- Inspired by the mission: to improve the lives of others by sharing the knowledge & skills



welcome to

ORGANIZATIONAL BEHAVIOUR &

LEADERSHIP ETHICS

Нейтральная
бизнес
заставка,
задний фон

What is Organizational Behavior?

Organizational Behavior is a field of study that investigates the behavior of individuals, groups and the structure working within an organization with the purpose of applying this knowledge gained towards improving the organization effectiveness

Definition of Organizational Behaviour

the understanding, prediction

and management of the human behavior affect the performance of the organizations

Luthans

Level of Organizational Behavior Analysis



Course Five Key Areas' Overview

FUNDAMENTAL PILLARS OF ORGANIZATIONAL BEHAVIOUR

- Theories
- Concepts
- Needs
- Challenges

MOTIVATION

- Concept & perspectives
- Content, Process & Outcome Theories

LEADERSHIP

- Concept, perspectives & approaches
- Behavioral Theories



TITLE A

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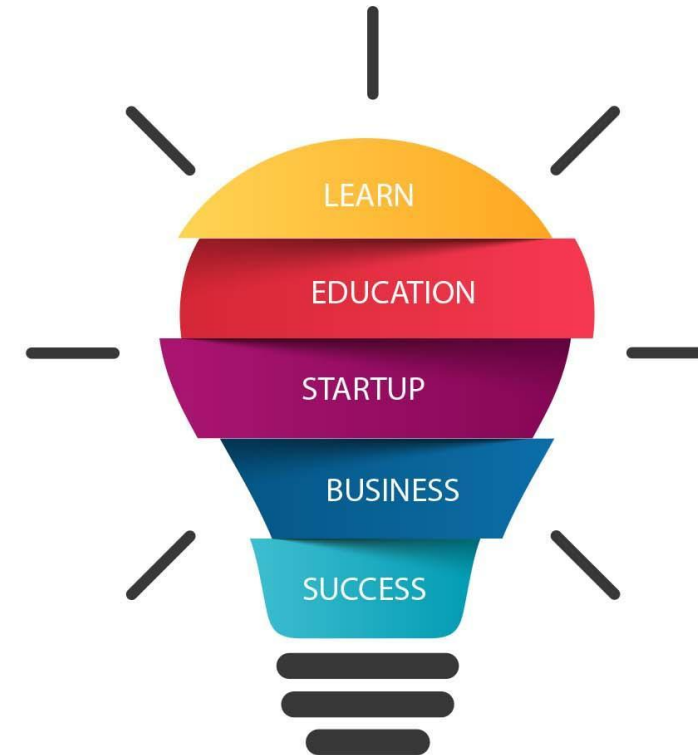
TITLE B

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TITLE C

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Можно использовать такую инфографику с лампой?
Снизу начинать с Fundamentals of OB
Затем Motivation и т.д. и под каждый «слой» сбоку
дописать текст с булетами. Например, рядом
«Motivation» написать Concept and Perspectives и т.д.

In short, you will understand

- What is the OB & its fundamental aspects
- How people work together in organizations
- What motivates them
- What makes a good leader
- What makes some teams more effective than others
- What cultural issues that come into play on the job

During the course, you will be getting:

- Real-life cases
- Reading materials
- Quizzes

What is an Organization?



Organization group of people coming together to achieve a common goal



5 Functions of Management





RRP

Global Company Transformation

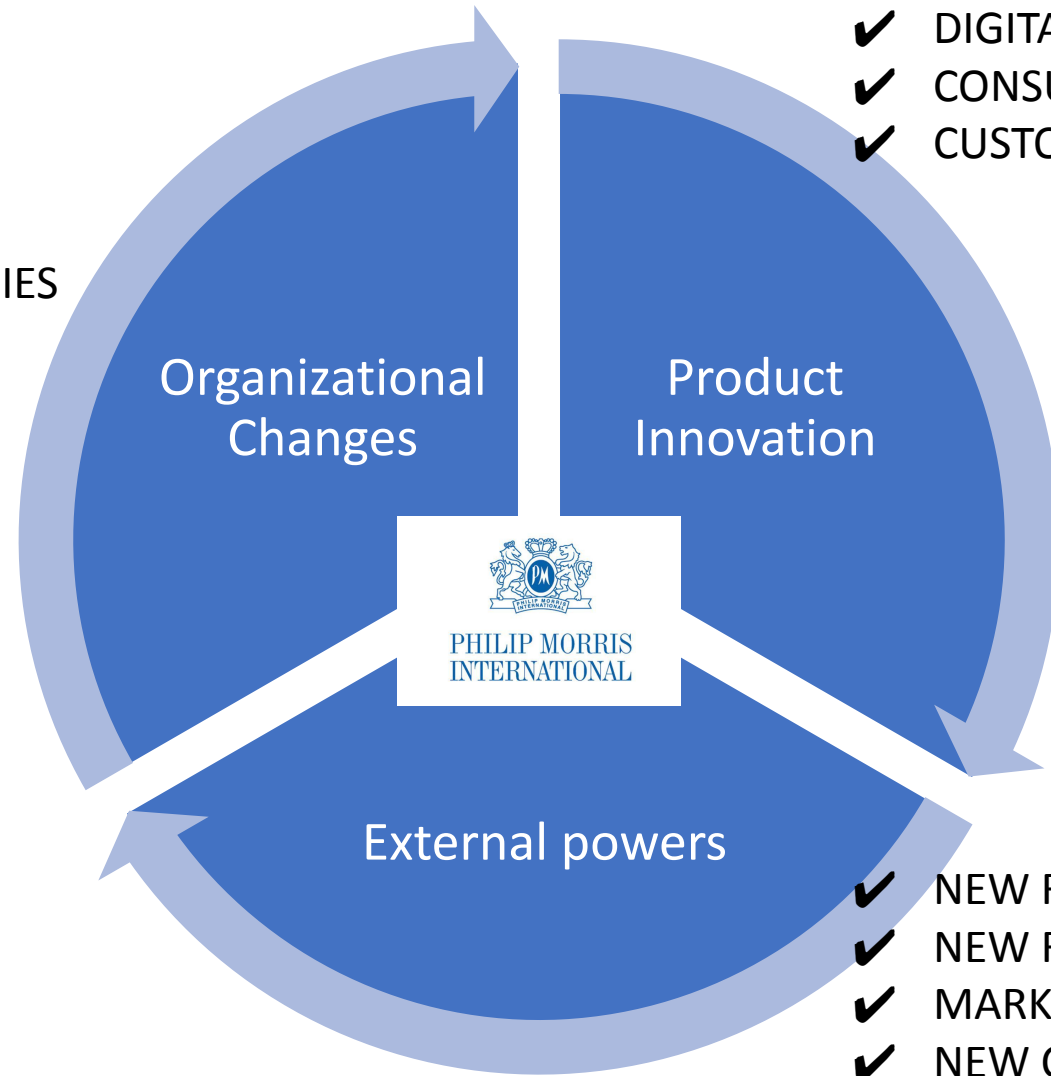


A SENSATIONAL STATEMENT:
SMOKELESS FUTURE WITHOUT
CIGARETTES



Global Company Transformation

- ✓ RIGHT PROCESSES AT PLACE
- ✓ RIGHT CORPORATE CULTURE
- ✓ RIGHT SKILLS & COMPETENCIES
- ✓ MOTIVATION
- ✓ LEADERSHIP



- ✓ ENTRANCE TO NEW CATEGORY
- ✓ OPTIMIZATION/ AGILITY/ EXPERIMENTATION
- ✓ DIGITALIZATION
- ✓ CONSUMER JOURNEY
- ✓ CUSTOMER-CENTRICITY

- ✓ NEW REGULATIONS
- ✓ NEW RISKS & CHALLENGES
- ✓ MARKET DYNAMICS CHANGE
- ✓ NEW COLLABORATIONS
- ✓ MORE AGGRESSIVE COMPETITION

Basic Assumptions of Organizational Behavior



Сделать левую часть кругляшков ярче и цветнее, чем правую. Я буду рассказывать про левую сторону здесь

Basic Assumptions of Organizational Behavior



Сделать правую часть кругляшков ярче и цветнее, чем правую. Я буду рассказывать про правую сторону здесь

Basic Assumptions of Organizational Behavior



Сделать нижнюю центральную часть кругляшка ярче и цветнее. NEED For MANAGEMENT

BREAK