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An Overview of Organizational Development

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ABSTRACT: Organization Development (OD) is applied behavioral science. It is a strategy to develop people in the organization. It aims at improving the people side of the organization by planned change. It focuses on people, relationship, policies, procedures, processes, norms, organizational structure and improving the very culture of the organizations. It is a mission initiated by the top managers and practiced down the line in the organizational hierarchy. Total involvement makes OD efforts successful. It must be remembered that organizations are made up of human systems aimed at achieving individual and organizational goals. This review article discussed about the fundamentals of the organizational development.

KEYWORDS: Business strategy, Growth, Organizational development, Organizational learning, Structure.

I. INTRODUCTION

Organizational development (OD) is a mechanism or practice focused on behavioral information that may evolve within an organization, whether in the short or long term[1]. The reasons that are intended to be helpful to people, groups, teams, community, country, nation or the entire civilization are increased information, knowledge, skills, competitiveness, happiness, sales, and relationships between individuals, team spirit or other desired effects such as good will. The key focus of Organizational development was put on interactions between individuals and organizations, so that they are collectively mutually cooperating in order to function in accordance with the organization's advancement[2]. The concept and definition of corporate growth is incredibly detailed, but the following are defined from the meanings of organizational development:

1. Advanced organizational renewal
2. Engage organization culture change
3. Enhance profitability and competitiveness
4. Ensure health and well-being of organizations and the employees
5. Facilitate learning and development
6. Improve problem solving
7. Increase effectiveness
8. Initiate and/or manage change
9. Strengthen system and process development
10. Support adaptation to change.

All of these aspects contribute to the area of organizational leadership engagement and sophistication, which increases the work trust and innovation of both organizers and professionals. The world, internally and externally, often demands development, creativity, news and competitiveness[3]. Organizational development is a planned initiative, and is a wide-

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ranging organization, being managed by the highest levels of the hierarchy with the primary goal of increasing the productivity of the enterprise and the wellbeing by planned involvement in the processes of the organization. Organizational efficiency as well as functioning policies and processes were intended to enhance by enhancements in organizational aspects, such as the external climate, purpose, policy, leadership, community, structure, knowledge and recompenses structures[4].

II. ASPECTS OF ORGANIZATIONAL DEVELOPMENT

Practitioners and scholars describe organizational growth in a number of ways, partially because of their difficulty. Basically, this is an operational initiative, intentionally designed, to maximize the performance of an organization and/or to allow an organization to accomplish its strategic objectives[5]. The idea was officially developed in the 1950's and was commonly credited with psychologist Kurt Lewin (although some theory goes back to 1920). Which covers both the philosophy and implementation of expected structural improvements in employee behavior, values and behavior? Also it is referred to as action-oriented. It usually begins by diagnosing the status quo and specifications carefully in the enterprise. It is interdisciplinary by nature, building primarily upon behavioral, sociological and psychological approaches (including theories of learning, motivation and personality)[6]. Capacity building, machine thought, complex thinking, clinical epidemiology and organizational learning are emerging domains.

1. Characteristics of Organizational Development (OD):

- OD focuses on culture and processes,
- OD encourages collaboration between organization leaders and members,
- Particularly important for accomplishing tasks and are targets for OD activities,
- OD focuses on the human and social side of the organization in so doing also intervenes in the technological and structural sides.
- Participation and involvement in problem solving and decision making by all levels of the organization are hallmarks of OD.
- OD focuses on total system change and views organizations as complex social systems.
- OD practitioners are facilitators, collaborators and co-learners with the client system.
- OD relies on an action research model with extensive participation by client system members.
- OD takes a developmental view that seeks the betterment of both individuals and the organization.

2. Importance of Organizational Development:

The utilization of company tools to increase the effectiveness and maximize efficiency is organizational growth. It may be used to address organizational challenges or to evaluate a method and to find a more productive way of doing this[7]. In order to implement organizational growth, time and resources must be spent. But you can explain the costs if you understand the significance.

2.1. Organizational Change:

The planning process defines areas of industry where improvement is required. The process of organizational development each criteria is evaluated and the possible consequences of a change management strategy are predicted. The proposal outlines the concrete ways to enhance the activity of the business that would be impacted by the transition and how it is

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effectively enforced by workers[8]. Without organizational advancement in the sense of change management, the development of successful changes management systems will be challenging for a corporation.

2.2. Growth:

Corporate strategy is an important method for corporate growth management and planning. A market strategy report incorporates revenue and customer demand forecasts to assess business growth rates[5]. This knowledge is used to change the strategic strategy for the organization and to plan the expansion and utilization of organizational capital, for example employees and the logistics network, for potential growth.

2.3. Work processes:

If a corporation is interested in the production of organizations, it analyses systems of work for productivity and precision. Any quality management procedures expected to meet the requirements of the organization are enforced. Evaluators evaluate procedures that are duplicated that can be merged to maximize performance and create and execute comprehensive strategies for how to optimize corporate methods.

2.4. Product innovation:

The study of different forms of knowledge is important for the progress of product innovation. Organizational growth is vital to product innovation because it is able to evaluate and establish a method for optimal use of any product development feature. Competitive analysis, technological growth, customer expectations, analytical market research, manufactured skills analysis and patents and trademarks are among the processes that lead to product advancement in the organizational development[9].

3. Essentials of Organizational Development:

3.1 People:

Any growth intervention in a company must concentrate on its members. The creation of the organization is about enabling the people in the company to adjust. OD is a holistic process, and is therefore not limited to the top cube. In reality, the opposite operates by freeing everyone from below, exchanging their expertise, abilities and skills in the creation of the company. It is definitely not an OD intervention if the OD intervention is not based and shamelessly humanist.

3.2 To know tools theory:

The cross-discipline theoretical history of OD is important to recognizing the instruments an OD professional would use in its OD work, whether it is complexity theory, intervention analysis theory, Lewin's theory of transition, system theory or appreciative study. You won't know the resources to produce outcomes the organization needs for consistent success and organization productivity if you don't know the behavioral tales, sociology and psychologies behind approaches like game storms, centered conversations or world cafes[10].

Many practitioners dismiss academic theory as ridiculous „ivory tower“ thinking and not applicable to the real world. The interesting thing is that the theory that OD is built on is often criticized by the academic community because it is built on practice and field work experimentation, worse still, in the eyes of academics, it takes bits of different disciplines because

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those „bits“ are relevant and ignores the stuff that doesn't add value to the process. Get to know your theory and you'll get to understand How the OD toolkit works and when to use the different tools

3.3 Be sustainable:

For the number three I may have picked a number of items, but the one for which I plugged is the legacy. In OD initiatives, the OD practitioner is the trigger. They need the opportunity to improve the economic situation for the management team, get the management team to help the programmer, maintain ties with significant agents of reform within the organization and coordinate various parties, in order to make the intervention effective. They become the subject of the operation. The use of oneself as a catalyst is a core component of OD's practice.

III. CONCLUSION

Organizational development is referred to as an organization's development process; it applies to any attempt to enhance the institution created by managers, superiors, workers and OD practitioners. The members need to develop the true experience and skills needed to overcome the problems in the organizational growth process. In order to accomplish growth goals more effectively, changes that arise during the context of development may be technical, cultural, psychological, social, political, and so on.

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