

# Growing OBM in a Digital Age

Shannon Biagi, MS, BCBA

CEO of Chief Motivating Officers, LLC

Director of Operations, OBM Network



**ChiefMotivatingOfficers**



# The Digital Landscape

- **OBM Networking**
  - **OBM Education**
  - **OBM Mentoring**
- 
- What exists
  - What is needed
  - What tools are available



## Rodriguez and Biagi, Inside OBM:

- “One response from the current study categorized as positive described the field of OBM being **“in its beginning phases and will become more well known in the future.”** This comment is particularly noteworthy given the long history of OBM and OBM professionals across the globe. Six respondents described the future of OBM in a neutral manner (e.g., “uncertain,” “it depends”), while seven described the future as negative (e.g., **“it’s a marketing problem,” “the field needs to grow,” “we need to stop talking to ourselves,”** “dismal”, “too harsh”).”



# Findings from Rodriguez and Biagi

- 1) OBM needs to **improve its market presence** through marketing, collaborating and yet also differentiating itself from other disciplines like organizational behavior and I/O psychology.
- 2) Practitioners and researchers should **publish more in non-behavior analytic literature** to further disseminate OBM into more mainstream literature.
- 3) There should be a professional certification/testing in OBM.



# Findings from Rodriguez and Biagi

4) OBM practitioners should have more **diverse skills** beyond OBM (i.e., programming, robotics) to be more product-focused versus service-oriented.

5) OBM should further **grow internationally**, both in university settings to support further education in OBM, and in job opportunities.

6) OBM should further advance toward the use of technology such as Acceptance and Commitment Therapy (ACT) and Relational Frame Theory (RFT), behavioral economics, and **computer-based technologies**.

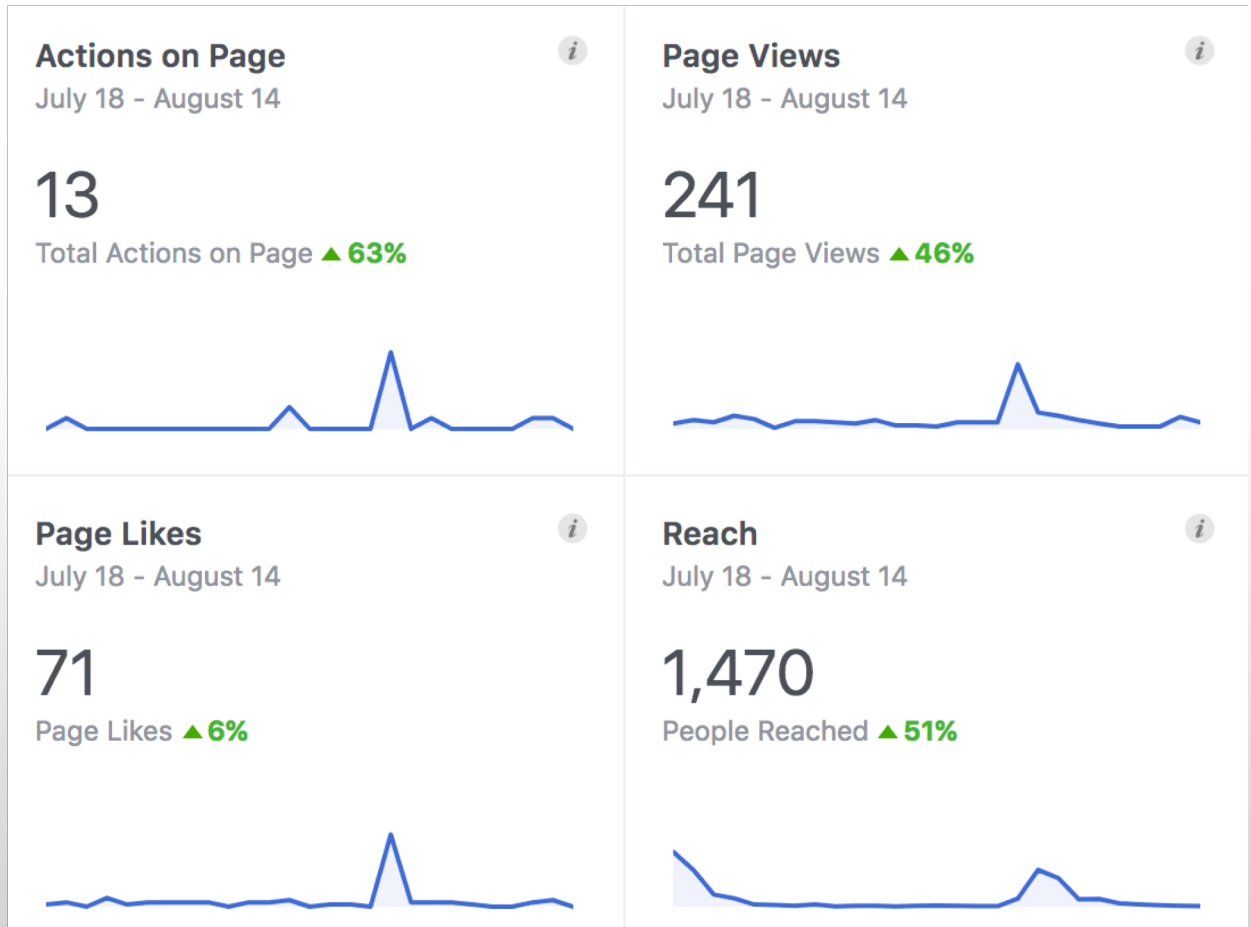


# OBM Networking



# What exists now?

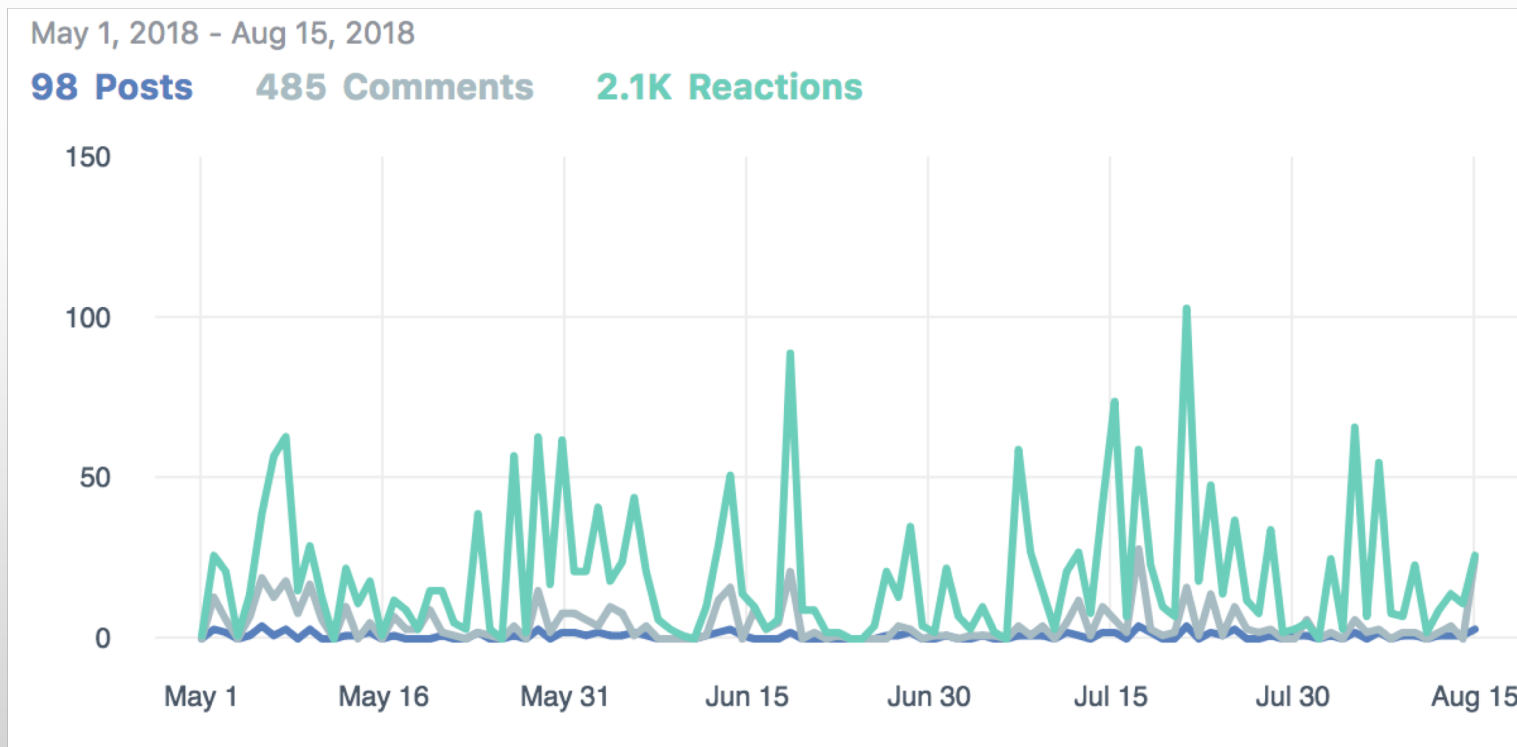
- OBM Network on Facebook – 2,394 Facebook Likes
  - Stationary Facebook page available for majority one-way interaction
- OBM Network Group on LinkedIn - 29 members, little activity





# What exists now?

- OBM/Management Skill Share Facebook Group – 1,067 members







## What is needed?

- More social media representation from OBM practitioners, both to one another and to others outside of our space
- Networks work better when there is an active representative helping cultivate conversations, but this is time consuming
- Local networks (SWOBM is a fantastic example!)
- Networks can be used to do conceptual research (Inside OBM, by Rodriguez and Biagi for example), share data sets, etc.



## What tools are available?

- Researchgate – Social network for scientists
- LinkedIn – Business to business relationships
- Facebook – Business to customer relationships
- Instagram, Pinterest, etc.
  
- Hootsuite – Helps with scheduling posts for interactivity



# Activity

- Discuss:
- Where are you engaging on social media? What does that look like?
- What are your barriers to participating on social media?
  - Lets talk about the tools available to resolve them



**OBM Education**



## What exists now?

- Journal of Organizational Behavior Management – available online
- OBM Certificate Program by Florida Tech, and some CEUs
- Note: Harvard has an OBM certificate, but it is actually OB!
- OBM Network webinars – one per month
- Bsci21 – Some CEUs for BCBAs around OBM



# What is needed?

- More qualified providers producing coursework and books on a larger scale
- Better interactivity and instructional design strategies
- Creating engaging materials

ChiefMotivatingOfficers  
presents

WHAT  
**OB & BM**  
IS & IS NOT

common  
misconceptions  
about  
Organizational  
Behavior  
Management

Organizational behavior management is the science of human behavior applied in the workplace to make a positive difference in people's lives. Within and beyond our colleagues using behavior analysis with other populations, there is a great deal of confusion around what we do. Hopefully this will provide some clarity!



## What tools are available?

- Many learning management systems – TalentLMS, Teachable
- Interactive/Applied learning – Edushelf – Janet Twyman
- Self-publication – Lulu
- Graphics – Canva and Piktochart



## Activity

- Discuss:
- What information from our field would be most important to share with the world?
- What special knowledge do you have that could turn into online courses or books?
- How could you make your courses interactive?





# OBM Mentorship



# What exists now?

- OBM Network Mentoring Program
- A few independent entities doing private supervision
  - Chief Motivating Officers



**Lucky you!** We are pleased to announce that your organization is now part of the **CMO Affiliate Program**, promoting the development of business-savvy behavior analysts around the world!  
What does this mean, you ask?



## Business and ABA

Organizational behavior management, OBM for short, is the application of Applied Behavior Analysis to improve people's lives at work, in all industries and businesses. As an Affiliate site, your leadership has agreed to support upcoming behavior analysts in gaining experience applying this science.



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## AFFILIATE PROGRAM

## OBM Experience

In partnership with your organization, CMO will provide a remote supervisor to help you apply the science of human behavior in business, and complete projects to develop case studies for your professional portfolio, all while earning experience hours towards certification in Behavior Analysis.



## For more info

Interested in more information? Check out our website at [www.chiefmotivatingofficers.com](http://www.chiefmotivatingofficers.com), and chat with your organizational leadership today about this unique opportunity!

*Improving the world at work,  
one behavior change agent at a time.*





## What is needed?

- More mentors – very hard to get people in a field with few people providing oversight and supervision in OBM
- Technology that is reliable and relatively inexpensive, secure, etc.



## What tools are available?

- Online meeting software – Zoom, Google Hangouts
- Recording videos – Quicktime, Zoom
- LMS - TalentLMS



## Activity

- Discuss:
- Would you want a virtual mentor? Or want to be a mentor?
- What are potential barriers to your participation in virtual mentoring? Do you see any potential issues?
- How do we observe and evaluate mentees



Bringing it all together



# The Connections

- Deficits have been identified in the field, but technology can help us to:
- To expand networking and dissemination of OBM
- To increase knowledge acquisition about OBM
- To provide oversight and mentoring