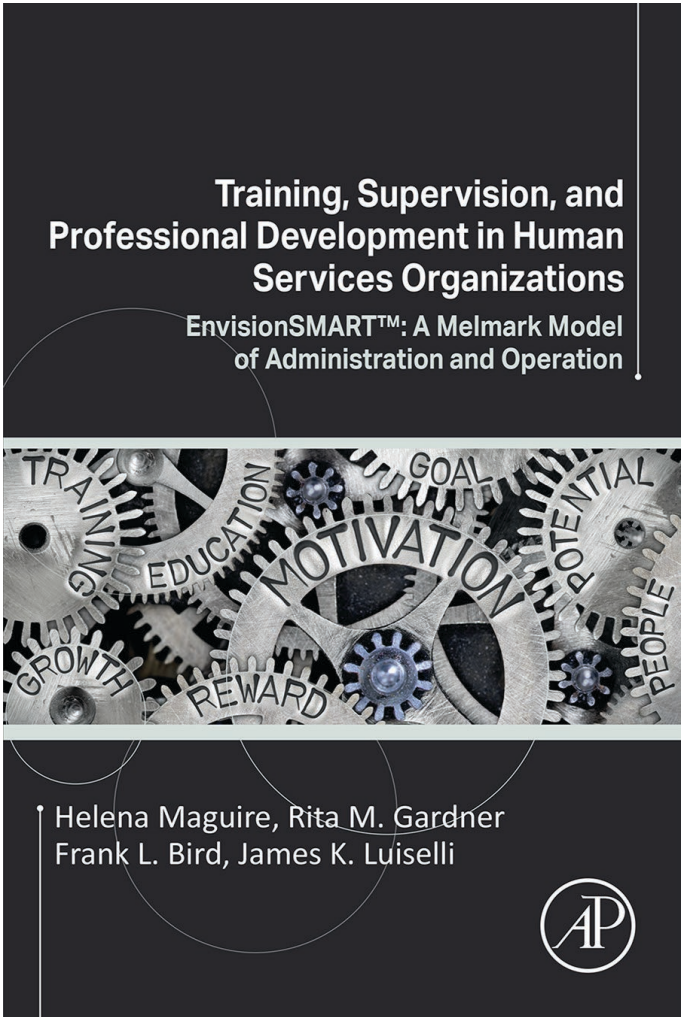


The primary motivation of OBM is to modify and adapt organizational systems, structures, and processes to produce high levels of human and competitive business performance. Requisite steps are identifying person and system specific goals, determining the factors that promote productive and nonproductive work by employees, implementing change procedures, and evaluating performance outcomes.



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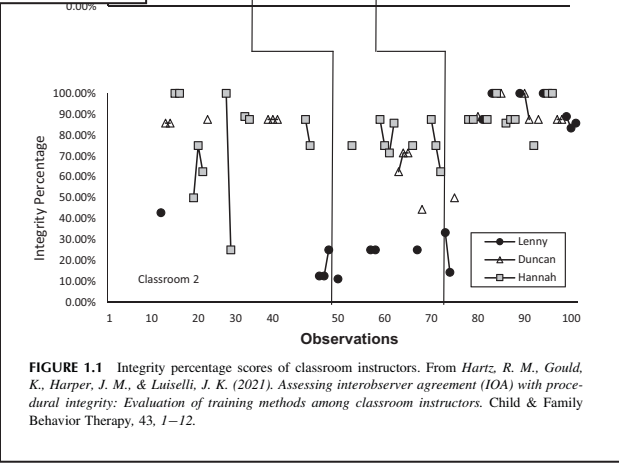
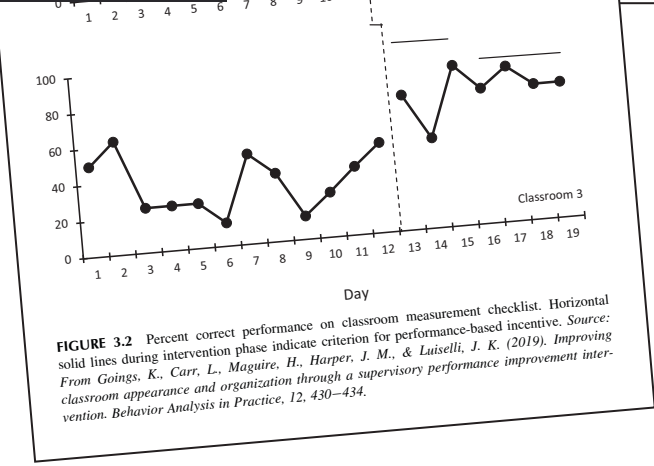
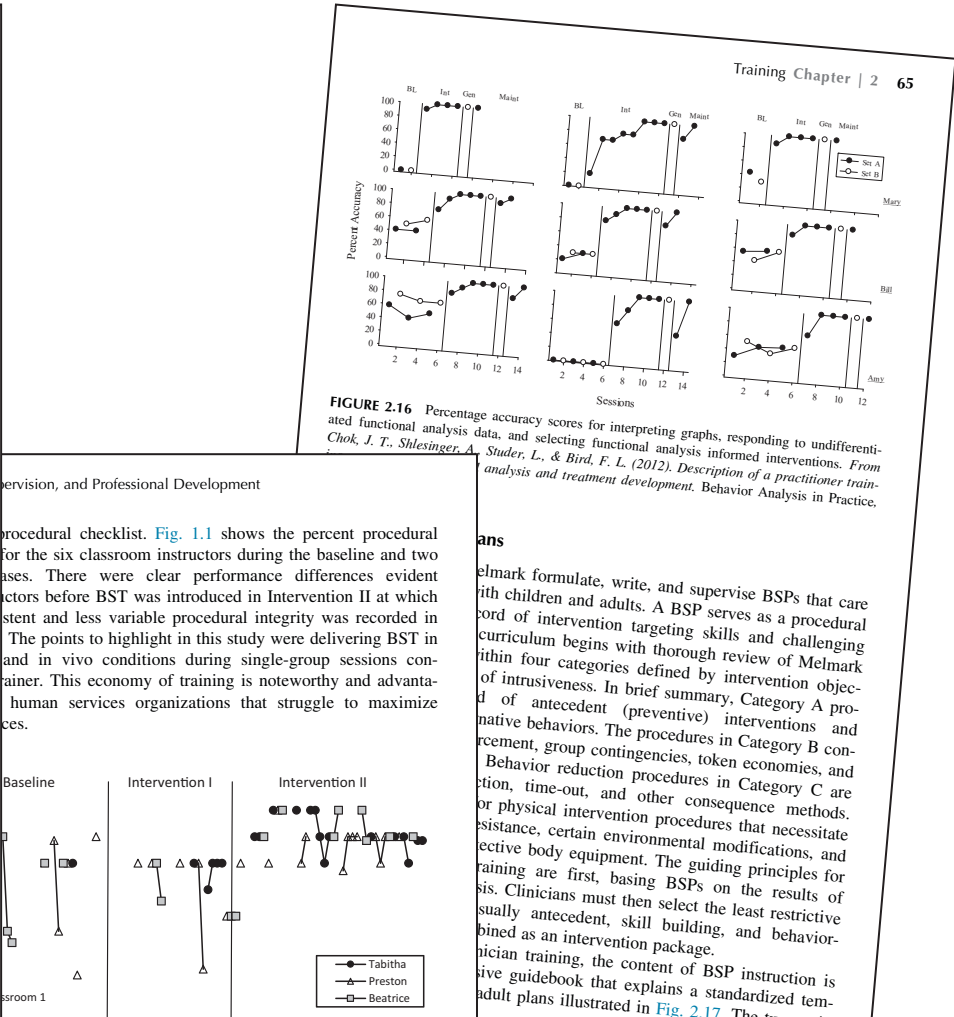
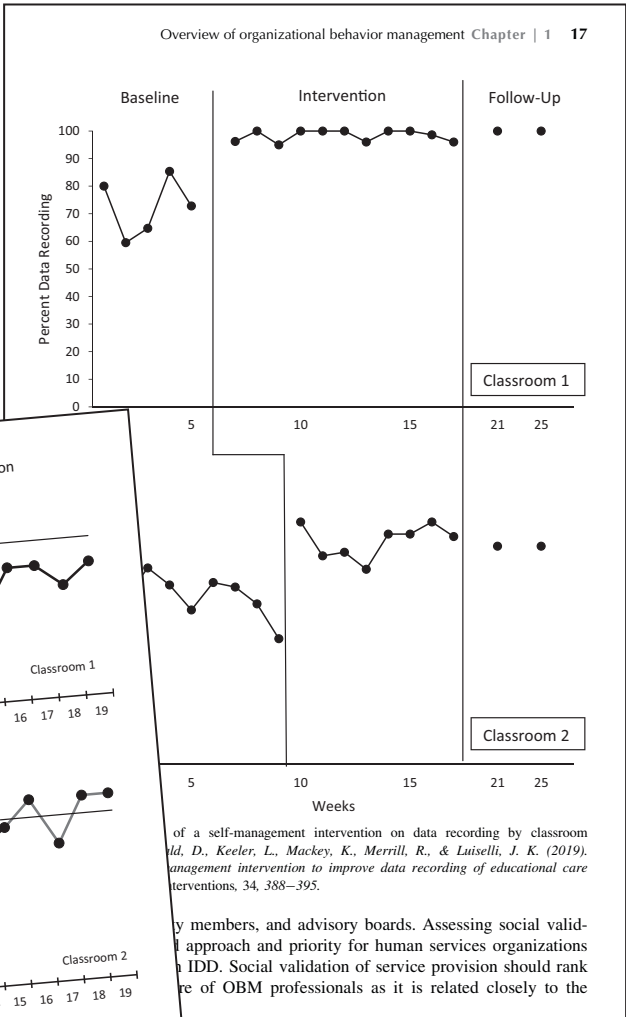
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Obtaining social validity data, as we illustrated, informs professional development and continuing education topics that employees rank order with regard to interest and practice application. Also related to social validity, employees should be asked to evaluate the professional development programs they participate in, specifically acceptance and approval of objectives, procedures, and outcomes.