



# Organisation Development

## At a glance

Organisation Development (OD) is a crucial aspect of any successful business. It involves improving the organisation's ability to adapt to changes, meet its goals, and achieve sustainable growth. However, OD faces several challenges that hinder its effectiveness in achieving these objectives.

One of the primary challenges faced by OD is the lack of understanding of its role and purpose in the organisation. Many organisations view OD as a "nice-to-have" rather than an essential function, which results in insufficient investment in OD activities.

Another challenge is the difficulty in measuring the effectiveness of OD interventions. It can be challenging to identify and quantify the impact of OD initiatives on the organisation's performance, which can lead to a lack of support and funding for future activities.

A lack of engagement and buy-in from employees is another significant challenge facing OD. It can be challenging to motivate employees to participate in OD activities and initiatives, leading to a lack of commitment and follow-through.

Finally, resistance to change can be a significant obstacle to the success of OD initiatives. Employees may resist change due to a lack of understanding, fear of the unknown, or concerns about job security, which can hinder the effectiveness of OD initiatives.

Fortunately, these challenges can be overcome by leveraging tools such as HOW and WHY Index®, Situational DISC or Hybrid DISC, GAP 360 feedback assessments and surveys. These tools can provide valuable insights into the organisation and its employees, allowing for targeted interventions that improve employee engagement, job satisfaction, and organisational effectiveness.

By solving the problems faced by OD, organisations can become more adaptable and resilient, better positioned to respond to changes in the market and ultimately improve their performance. It is crucial for organisations to recognise the importance of OD and invest in activities that support its success to remain competitive and achieve sustainable growth.

For a more comprehensive description, please request the **Organisation Development White Paper**.

