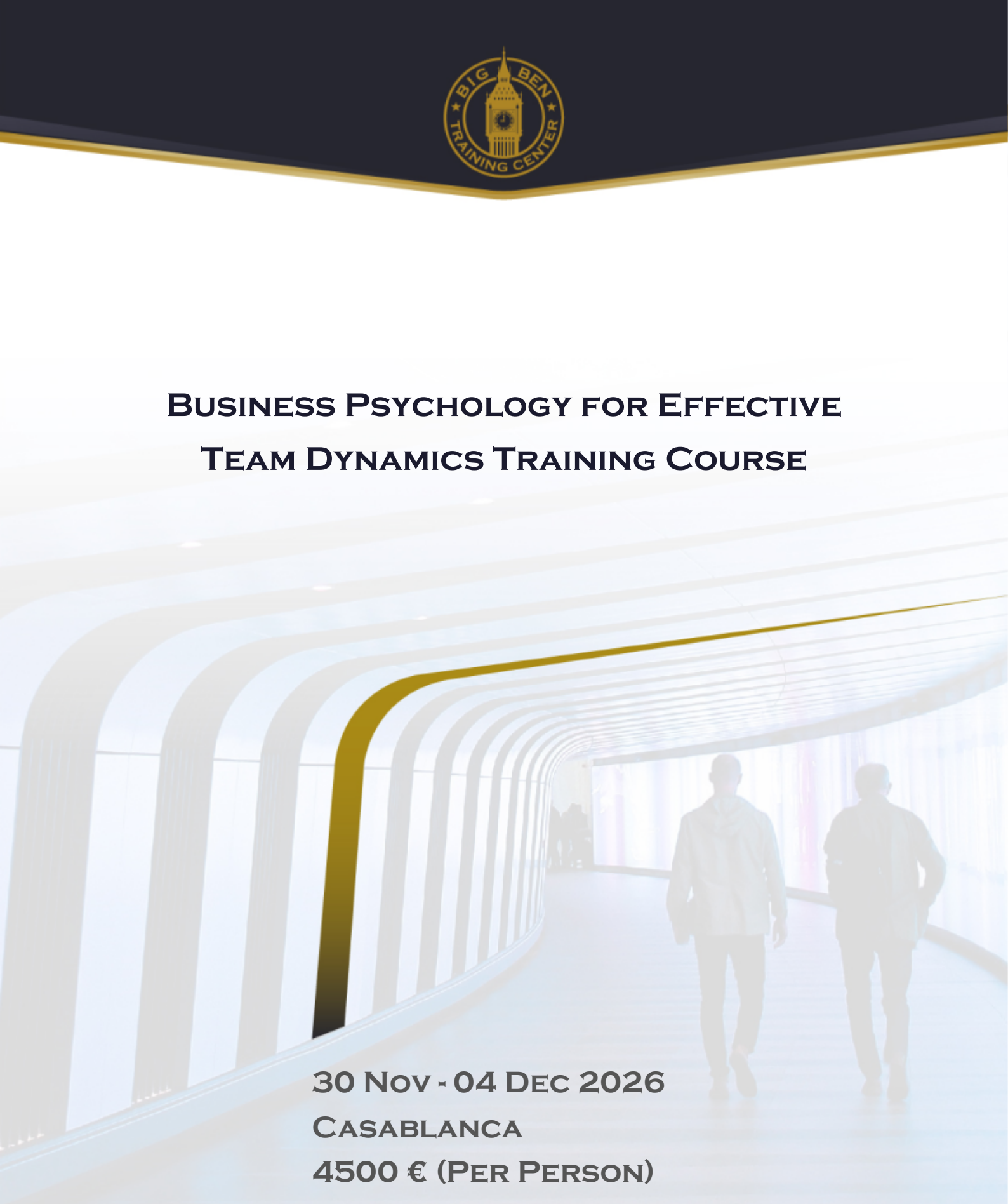
Business Psychology for Effective Team Dynamics Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #IS7804_288530

Course Introduction / Overview:

This course delves into the critical intersection of human psychology and the business environment, providing a comprehensive framework for understanding and improving workplace dynamics. In today's competitive landscape, technical skills alone are insufficient; success is driven by how well individuals collaborate, communicate, and motivate one another. This program is designed to equip participants with the psychological tools needed to build cohesive, high-performing teams and foster a positive organizational culture. Drawing upon foundational principles from organizational psychology, we explore the intricate factors that influence employee behavior, team cohesion, and leadership effectiveness. We will reference the pioneering work of social psychologist Kurt Lewin, whose action research models and theories on group dynamics, as detailed in works like "Resolving Social Conflicts," remain highly relevant. Participants will learn to diagnose team issues, manage conflict constructively, and apply motivational theories to boost engagement and productivity. BIG BEN Training Center has developed this course to bridge the gap between theoretical knowledge and practical application, ensuring that every concept is translated into actionable strategies for immediate implementation in the workplace.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Departmental Managers and Directors.
- Human Resources Professionals.
- Project Managers and Scrum Masters.
- Emerging Leaders and Management Trainees.
- Business Owners and Entrepreneurs.
- Consultants specializing in organizational development.
- Anyone responsible for team performance and employee engagement.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Human Resources and Talent Management.
- Operations and Production.
- Project Management Office (PMO).
- Sales and Business Development.
- Customer Service and Support.
- Research and Development.
- Marketing and Communications.
- All departments focused on team-based work.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply core principles of organizational psychology to enhance team performance.
- Analyze and improve group dynamics within their teams.
- Identify and leverage different personality types for better collaboration.
- Implement effective motivational strategies to increase employee engagement.
- Utilize psychological techniques for constructive conflict resolution.
- Recognize and mitigate common cognitive biases in business decision-making.
- Foster an environment of psychological safety to encourage innovation.
- Develop leadership styles that are adaptable and emotionally intelligent.
- Lead organizational change with a deeper understanding of employee reactions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered. We believe that learning is most effective when it is actively applied. This course moves beyond traditional lectures to create a dynamic learning environment where participants engage directly with the concepts of business psychology. The program incorporates a blend of expert-led presentations, real-world case study analyses, and interactive group discussions that allow for the sharing of diverse perspectives and experiences. A significant portion of the training is dedicated to practical exercises, including role-playing scenarios for conflict resolution and team-building activities that simulate workplace challenges. Participants will receive continuous, constructive feedback from both the instructor and their peers, fostering a supportive atmosphere for skill development. Our approach ensures that attendees not only understand the theories but also gain the confidence to apply these psychological tools and strategies effectively within their own organizational contexts, driving tangible improvements in team dynamics and overall business performance.

Course Agenda (Course Units):

Unit One: Foundations of Applied Business Psychology

- Introduction to organizational and business psychology.
- Understanding individual differences: personality, perception, and attitudes.
- The role of emotional intelligence in the workplace.
- Key motivational theories: Maslow, Herzberg, and Vroom.
- The psychological contract between employees and organizations.
- Fundamentals of workplace behavior and its drivers.
- Applying psychological principles to recruitment and selection.

Unit Two: The Psychology of High-Performing Teams

- Tuckman's stages of group development: forming, storming, norming, performing.
- Belbin's Team Roles and their practical application.
- Understanding and improving team communication patterns.
- Building trust and fostering psychological safety.
- The psychology of collaboration and synergy.
- Diagnosing and addressing team dysfunction.
- Strategies for effective team-building interventions.

Unit three: Leadership, Motivation, and Influence

- Psychological profiles of effective leaders.
- Situational and transformational leadership theories.
- The art of persuasion and ethical influence in management.
- Applying motivational psychology to boost morale and productivity.
- The psychology of giving and receiving effective feedback.
- Coaching and mentoring for employee development.
- Empowerment and its psychological impact on performance.

Unit Four: Cognitive Biases and Effective Decision-Making

- Introduction to cognitive psychology in a business context.
- Identifying common workplace cognitive biases (e.g., confirmation bias, anchoring).
- The impact of bias on strategic planning and decision-making.
- Techniques for de-biasing and promoting rational thinking.
- Creative problem-solving and fostering innovation within teams.
- Groupthink: its dangers and how to prevent it.
- Frameworks for structured and effective decision-making processes.

Unit Five: Managing Conflict and Cultivating a Positive Culture

- Understanding the psychological roots of workplace conflict.
- Different styles of conflict resolution and their applications.
- Negotiation strategies based on psychological principles.
- Managing workplace stress and promoting employee well-being.
- The psychology of organizational change and resistance.
- Strategies for building a resilient and adaptive workforce.
- Defining and shaping a positive and productive organizational culture.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization systemically embed principles of psychological safety into its culture to drive innovation, rather than treating it as a one-time training initiative?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond theoretical overviews of psychology to focus intensely on practical, actionable applications within a corporate context. While many programs may discuss psychological theories, our curriculum is specifically structured to equip leaders and professionals with a toolkit to diagnose and solve real-world team and organizational challenges. We emphasize the "how-to" by integrating interactive simulations, role-playing, and case studies drawn from contemporary business scenarios. This experiential approach ensures participants don't just learn about concepts like cognitive bias or emotional intelligence; they practice identifying and managing them in a controlled, constructive environment. Furthermore, the course content synthesizes classic psychological principles with the latest research in neuroscience and organizational behavior, offering a modern and relevant perspective on managing today's diverse and dynamic workforce. The focus is not just on improving team dynamics but on cultivating a sustainable, high-performance culture rooted in a deep understanding of human behavior, making the skills learned both immediately impactful and valuable for long-term career growth.