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COURSE BROCHURE

Industrial and Organisational Psychology Training Course

12 – 16 July 2027
Casablanca

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Industrial and Organisational Psychology Training Course

Ref: 2613_99359 **Date:** 12 – 16 July 2027 **Location:** Casablanca **Fees:** 4500 GBP

Industrial and Organisational Psychology is a 1-week training course for human resources specialists and people managers who want to apply the science of behaviour at work to selection, motivation, job attitudes and group conduct, ending with an evidence-based performance intervention brief. Organisations now face pressure to justify people decisions with proof rather than habit, and psychological evidence offers that discipline. Jupiter Prime Training presents the subject as a practical toolkit for everyday workforce choices.

Why Industrial and Organisational Psychology Matters Now

Three forces push the discipline into daily practice. Line leaders expect hiring and promotion choices that predict real job behaviour, not interview charm. Employees in healthcare and logistics alike report fatigue and shifting expectations that surface as absence, disengagement and silent turnover. Senior sponsors want interventions they can test and defend. Organisations that apply psychological evidence choose candidates more accurately and target motivation efforts where they change behaviour; those that rely on intuition repeat costly mistakes and erode trust. The course draws on research-based assessment practice, survey design principles and controlled comparison methods rather than any single branded approach.

Who Gains Most from Industrial and Organisational Psychology

- Selection specialists who choose assessment methods and set scoring rules for candidates
- People managers responsible for motivating staff and addressing performance dips in their units
- Engagement and survey owners who design attitude measures and interpret results
- Organisational development practitioners who shape group norms and collaboration patterns
- People analysts who test whether interventions change behaviour at work

The strongest results come when selection, engagement and line management colleagues from one organisation attend as a group and agree a shared evidence standard.

Industrial and Organisational Psychology Capabilities

Participants practise turning questions about behaviour at work into testable propositions and choosing interventions that the evidence supports.

- Assess the predictive validity of selection methods — hiring panels and recruitment owners
- Design structured interviews and work samples with anchored rating scales — fair candidate decisions
- Diagnose motivation gaps using job characteristics and reward perceptions — line managers' action choices
- Build attitude survey items that measure satisfaction, commitment and intention to leave — engagement priorities
- Weigh group dynamics such as cohesion, social loafing and norms — team composition decisions
- Test interventions with before-and-after comparisons and control groups — sponsor investment decisions

Key Industrial and Organisational Psychology Terms

- Predictive validity — the degree to which a selection score forecasts later job performance or behaviour.
- Job attitude — an employee's evaluative stance towards the job, such as satisfaction, commitment or involvement.
- Work sample test — an assessment in which candidates perform tasks drawn directly from the target role.
- Social loafing — the tendency of individuals to exert less effort when working in a group than alone.
- Counterproductive work behaviour — deliberate actions that harm the organisation or colleagues, from absenteeism to sabotage.
- Control group — a comparison group that does not receive an intervention, used to isolate its true effect.

Industrial and Organisational Psychology Day by Day

Day 1: Behaviour at Work Through an Evidence Lens

- Scientist-Practitioner Approach — Separating Evidence From Workplace Folklore
- Individual Differences in Ability and Personality — Predicting Job Behaviour
- Task and Contextual Performance — Defining What Good Looks Like
- Counterproductive Work Behaviour Patterns — Spotting Root Causes Early
- Evidence Hierarchy Checklist — Judging Claims From Vendors and Articles

Day 2: Psychology of Selection and Assessment

- Job Analysis Interviews and Critical Incidents — Selection Criteria Choices
- Predictive Validity and Reliability Indicators — Choosing Assessment Methods
- Structured Interview Guides With Anchored Rating Scales — Consistent Scoring
- Work Sample and Situational Judgement Tests — Realistic Candidate Evidence
- Adverse Impact Review — Fairness Across Candidate Groups

Day 3: Motivation and Job Attitudes

- Job Characteristics Audit — Autonomy, Variety and Feedback in Roles
- Goal Specificity and Feedback Loops — Raising Sustained Effort
- Equity Perception Mapping — Reactions to Reward and Workload
- Attitude Survey Item Writing — Satisfaction, Commitment and Intention to Leave
- Withdrawal Signals in Absence Records — Early Turnover Risk

Day 4: Groups, Norms and Intervention Testing

- Group Cohesion and Social Loafing Diagnostics — Team Composition Choices
- Norm Mapping Interviews — Unwritten Rules Shaping Daily Conduct
- Intervention Logic Model — Linking Causes, Actions and Expected Shifts
- Before-and-After Comparison With Control Groups — Isolating True Effects
- Effect Size Interpretation — Communicating Practical Significance to Sponsors

Day 5: Practising the Performance Intervention Brief

- Selection Redesign Case — Applying Day Two Validity Evidence
- Motivation Diagnosis Exercise — Using Day Three Attitude Measures
- Group Behaviour Simulation — Testing Day Four Norm Findings
- Sponsor Challenge Session — Defending Evidence Behind Proposed Actions
- Evidence-Based Performance Intervention Brief — Final Draft for Approval

Applying Industrial and Organisational Psychology After the Course

- Replace one unstructured interview stage with a structured guide and anchored rating scale, then compare rater agreement.
- Run a short attitude survey in one unit, link results to absence records and propose one targeted motivation change.

Industrial and Organisational Psychology Questions FAQ

What is industrial and organisational psychology and why does it matter now?

It is the scientific study of behaviour at work applied to selection, motivation, attitudes and group conduct. It matters now because leaders must justify people decisions with evidence and target interventions that measurably change performance.

Which roles gain most from industrial and organisational psychology?

Selection specialists, people managers, survey owners, organisational development practitioners and people analysts gain most. Each makes decisions about behaviour at work that improve when grounded in validated methods and tested interventions.

How does industrial and organisational psychology differ from a general performance appraisal course?

You work on why people behave as they do and which evidence predicts it, rather than on rating cycles and appraisal forms. The course covers selection validity, motivation, job attitudes and intervention testing.

What do you bring back from industrial and organisational psychology training?

You bring back an evidence-based performance intervention brief for a real issue in your organisation. It states the behavioural cause, the chosen intervention, the measures and the comparison method for judging its effect.

Industrial and Organisational Psychology: The Way Forward

The evidence-based performance intervention brief first informs which behavioural problem deserves investment and which method will address it. Selection specialists, people managers and sponsors use it to agree measures before any change begins. After its first use, revisit whether the comparison results confirmed the original causal assumption, since that check sharpens every later intervention choice.