

# Teams organization behaviour of disney

Sociology



Organizational Behavior Organizational Behavior Team organizational behavior encompasses a broad range of sub-heading that includes human leadership, change, behavior, teams and so on. It interprets the relationship between human beings and organizations in terms of whole people, whole organization, and whole group together with the completely social system. Purposefully, group organizational behavior builds better relationships through the achievement of human, organizational, and social objectives or goals. As such, team organizational behavior earns the definition; the study and application of knowledge about people or individuals and groups act or operate in an organization (Griffin & Moorhead, 2011). This paper will seek to address organizational behavior with Disney and as an example.

Globally, people are conversant with Disney Company due to the company's self managed teams and the magical experiences everyone experiences upon visiting one of their many theme parks. The other interesting structure of Disney Company is its prominence with team organizational behavior and norms application. Precisely, everyone would agree that, the magic begins with the vast amount of training each employee receives in order to make every visitor's experience a memorable one. No matter whether an employee is a member of their cast of characters or working in their restaurant, they receive training at the Disney Institute where they provide a structural learning environment. At the training, every employee receives top notch training to ensure that the tools required for pleasing their customers are available (Griffin & Moorhead, 2011). The founders, Brothers Walt and Roy Disney once said, everyone could dream, create, design, and even build the most in the world. However, it requires people to transform their dreams into reality.

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Disney has a customer attendance team, highly trained, and developed to ensure customer satisfaction. There is the park attendant team, which ensures that customers receive the best service. There is the cab team that helps customers in parking directing them towards their respective position of choice. With this respect, it is agreeable that team organizational behavior determines the success or failure of a company. Since Walt wanted to succeed, he intensified structural training and emphasized on teamwork that would ensure his employees would be in a position to create the environment he always wanted. He wanted his employees to be customer responsive. As a result, he implemented training for everyone in the company and as surprising as it may sound, this training center later developed into the Disney Institute in 1986. Cognitively, their superlative customer service that they provide manifests the kind of training that employees receive in this institute (Tosi & Pilati, 2011).

The study of team organizational behavior put across that, it is important to have all employees in an organization to possess broad, detailed customer skills, and management techniques. This is because; wide variety of training helps an organization reap maximum benefits out of its services or products. At Disney, there is group structure that employees receive and apply when approaching people, in their self-management teams, within their quality service, creative leadership, orientation, human resource management, customer loyalty and many more other business related classes (Tosi & Pilati, 2011). Truthfully, Disney spends a lot while training these employees. Nevertheless, their sacrifice pays off due to massive benefits that they get since their parks stay jam packed all year long. This entails that their customers derive satisfaction from their service, which would not be possible

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without immense training. Disney Company has corporate social responsibility team that stems the company's images are socially responsible.

In summary, team organizational behavior is crucial for daily activities of an organization since incorporates organizational behavior concepts such as communication, organizational culture, structure, behavior, decision-making, motivation, as well as human resource practices. It is worth noting that, adequate group organizational behavior training equips employees with cultural practices and motivational tools necessary for making customers delightful and for offering extraordinary customer service. As seen, Disney Company is constantly growing, therefore the needed for this kind of training is vital if they want to continue succeeding. Consequently, for all other organization worldwide that want to document successful operations, it is important they view employee training with great concern so that they can provide magical experience for all their customers.

#### References

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