Although understanding an organization’s vision is important, a clear architectural plan laying out a company’s structure and inner dynamics is essential. It provides the fundamental rules and regulations that govern the employees’ work and their interactions among themselves. An effective leadership team in an eye care practice utilizes this framework to foster a winning culture. It recognizes the value created by this interplay and capitalizes on it to differentiate the company in the competitive marketplace.

Organizational behavior (OB) is the study of how individuals interact with each other and as a group. It focuses on the framework and social order in a business. Common examples of OB include the reporting order of how a technician seeks supervision, the way an employee treats other staff members and patients, and the directional flow of information from higher-level supervisors like the Chief Executive Officer to lower-level staff.

Practitioners are typically either at or near the apex in the hierarchical structure within an organization. Consequently, they are accountable for exemplifying and supporting the targeted culture. Their ability to perform this duty dramatically impacts the company as it demonstrates the expected employee conduct. The result