Organizational behavior is a crucial aspect because it helps to reveal and understand the functions, performance, and activities of all individuals within an organization. Work-life balance is an important criterion which an employee seeks in an organization and it influences their choices too. Several factors lead to employees making certain decisions. Work culture is the environment of the employees and the organization’s values, beliefs, interactions, and traditions. Work culture directly influences the comfort level of employees in the workplace. Employees should feel encouraged, motivated, and inspired by the work culture which includes rules and regulations, code of ethics, ease of tasks, and interaction with superiors and colleagues. Employees are more likely to work well and comfortably in a company with a warm and supportive work atmosphere. Leadership also has a direct influence over the choices employees make. Leaders within any organization play a vital role in influencing the behavior of employees in the workplace. Employees who work for rigid leaders do not feel at ease and do not perform as well as those who work for lenient, understanding, and versatile leaders who take the time to get to know their junior workers. Therefore, a leader must always be there for his or her staff, guide daily activities, and assist workers in learning new skills and training that will help them improve their knowledge of how to perform everyday tasks. Fellow employees also have direct influence over the choices employees make within the organization. An employee spends the bulk of the day at work and therefore expects that these hours will be enjoyable while working. If these hours are filled with stress and bad attitude from colleagues during most of the days the employees will feel less than inspired to work and will perform poorly as compared to employees who work with people who are both fun and who are ready to assist in case of any challenge. Thus, fellow employees have a direct influence, both positively and negatively, on the choices employees make within the organization. The organization’s reward system also is a factor that leads to employees making certain choices. Rewards work as a motivational tool and incentivize employees to work to the best of their ability. Employees will feel motivated when they can clearly see the results of putting effort by receiving rewards for their hard work. There should be an equitable and fair system in selecting employees for rewards as it encourages employees to boost their performance.

By knowing these factors have a direct influence over the performance of employees and the decisions they make, I can create a suitable environment that takes into account all these factors to help the employees make better decisions geared towards making the company better and enriching the lives of all who are within the organization.

Taking into account the needs and preferences of customers is key when the organization is assessing its effectiveness. This is because customer service is a customized effort to satisfy the customer's needs and requirements and give the customer a reason to come back and not go to other competitors. By taking into account what each customer prefers or how each customer wants to be treated by the organization can maintain customer loyalty which will lead them to come again thus providing a stable market for their products. However, each customer has different needs and preferences that require attention to meet them. Hence, considering these needs only makes sense in assessing the effectiveness of service

Customer diversity refers to a workforce that is diverse in terms of gender, community, background, race, and other factors. The origins of globalization can be traced back to a diverse workforce.

Managers should be able to work with a wide range of personalities and disputes. Working with different people under the same roof will inevitably lead to conflict, which the manager must be equipped to handle. Managers must have strong communication skills to clearly pave the way forward in case of conflicts or when a tough decision must be made. The manager should detach himself or herself from biases to fairly handle a conflict arising from individuals who may be diverse. The manager should also be accommodating to all the diversities within the organization which will make employees comfortable working within the organization. The secret to handling workforce diversity is for managers to accept and appreciate all perspectives before making decisions.