

Solution Space

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5 Reasons You Need I-O Psychology in Your Workplace



Industrial Organizational Psychology?

When you think of a psychologist, the mental image is often a person listening to and taking notes of the many maladies their patient is venting about while laying on a chaise. Psychologists are known for understanding, diagnosing, and resolving mental issues. While industrial-organizational psychologists, or “business psychologists,” don’t have the same clinical background, our role is kind of similar. The main exception is the person laying on our chaise is, instead, a whole organization. Industrial-organizational psychology is a growing field that integrates business and organizational practices and the scientific theories formulated in the psychology discipline. I-O, as we like to call it, is an intersection between science and practice.

What are some reasons your organization could use an I-O? Here are a few:

1. I-O Psychologists are trained in understanding and interpreting research



Most of us have our Master’s and PhD’s, and much of our coursework involves understanding research design and statistics. As scientist-practitioners, we learn how to take this research and make it applicable to businesses. This is largely what separates IO from other business disciplines because our psychology background involves utilizing the scientific method to make important discoveries about people and processes.

2. We can help your employees be efficient

We’re trained in understanding the nitty-gritty of jobs through methods like job and organizational analyses to be utilized in the development of jobs and tasks at your organization. With these, we can figure out the best ways to train and develop your workforce using evidence-based practices.



3. We can help make your employees happy



I-O Psychologists learn a lot about work-life balance and employee engagement. We learn what the research shows about making employees productive and satisfied and we learn the tools of trade to gauge these levels of happiness and satisfaction through survey development and analysis.

4. We can help you hire the best people

We're equally trained in the processes of analyzing and determining the needs of the organization and how to find the personnel that fit these needs. Whether it be through recruitment, selection, or job placements, we are able to determine person-organization fit.



5. Companies with strong I-O come out on top



Southwest, Lockheed Martin, JetBlue are just a few companies that emphasize the importance of what I-O has to offer, such as organizational wellness and employee engagement. Companies with strong I-O are able to be even more cognizant of their workforce.