

Organizational Demographics

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David Rollins discusses how the demographics of an organization affects the success of an organization.

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As we think about leaders and what makes them effective. There's a number of skills and strengths that they have that help them become effective. One of them is to fully understand a demographic of their organization demographics is a term that refers to the makeup of a group of people the characteristics of a group of people we hear it frequently in politics when we're talking about the candidate who's going to get the vote from certain groups of people we hear it.

When we work in an organization when we want to think about how do we build say a benefits package is health insurance? What what is the makeup of our organization? Do we have lots of young young family, you know young people with families and children and it's important that they have family health care available to them. For example, or we have lots of people that are getting here retirement and they're more concerned about saving money. So the motivation for them might not be more time off. It might be ways to make more money or vice versa.

So these are things that we need to know we need to understand the technology skills of the people and what we can do to help a group of people if we hadn't.

buildings that were Difficult to get around for people with certain physical conditions.

What could we do about that? So these are all things that we do. We usually define gender demographics as age group race gender.

ages and those of key ones that we normally look about but we have to be aware of those now a thing that's important to Understand also is we can't get caught up on? When we look at this demographics and you're doing your research, you're going to find a lot of demographics about the customers and the target market for the organization and that's fine. But in this in this particular class, we're talking about within the organization.