

6 Change Strategies for Avoiding Behavioral Risks

To motivate and sustain the desired behavior change that leads to achieving success, prepare for and address these six behavioral risks:

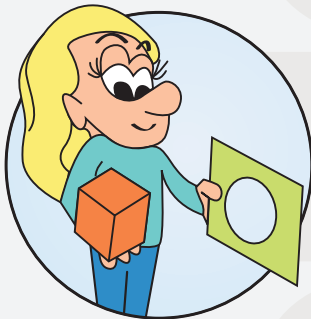


Need for Change is Not Compelling:

If the need for change isn't met with buy-in, it won't happen. Communicate the compelling reason for change upfront and often.

Behavior Change is Vaguely Defined:

Each stakeholder group must understand the specific behavior change required or it is unlikely to get going. Be sure to define and communicate the necessary behaviors.



Lack of Skill in the Desired Behavior Change:

Don't assume people know how to do what is being asked of them. Identify and fill the skill gaps before or at the start of an initiative. Eliminate or reduce competing contingencies so reinforcement flows to desired behavior.

Behavior Gets Pulled In Different Directions:

If old behaviors continue to be reinforced or compete with new required behaviors for change, the change efforts will stall or produce inconsistent results.



Behavior Dies on the Vine:

If the newly defined behaviors for the change initiative are not supported, they will be extinguished. Provide consistent and frequent positive reinforcement for new behaviors to become habit.

Behavior Drifts:

If you don't look to behavior to see how results are being accomplished, you won't know whether any drift in safety, company values, quality, or customer service is good or bad. Keep an eye on results and address negative behavior drift.



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