



**10 Steps to
Making Change
"Sticky"**



PPI

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10 Steps to Making Change “Sticky”



1. Honor the strengths of your existing culture

Building from current culture core strengths

Current

Mixed potential

Results driven

Task oriented

Transactional

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+

Future

Full potential

Results driven

People oriented

Transformational

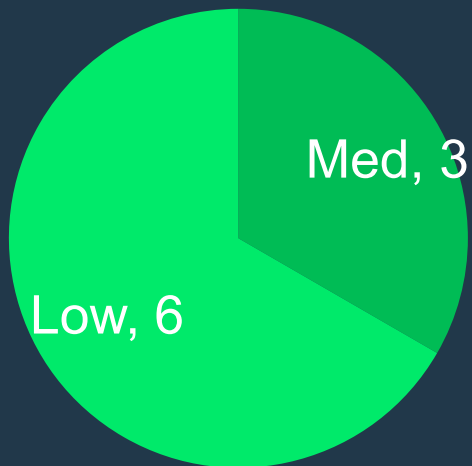
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2. Assess and develop critical management behaviors

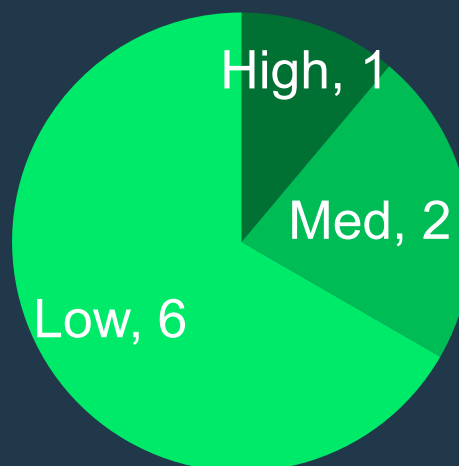
Areas for development

Building Alignment
Being Receptive



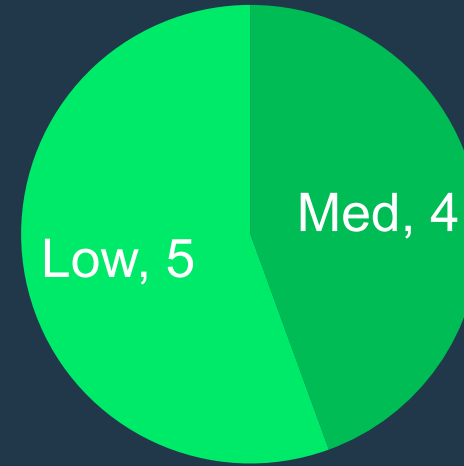
- Dismissive of Opinions?
- Negative Body Language?

Building Alignment
Being Encouraging



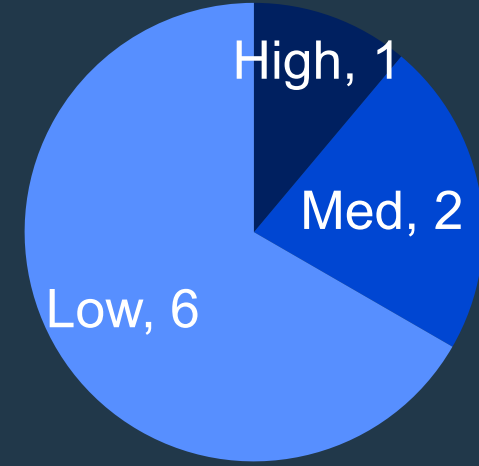
- Lacking Show of Appreciation?
- Disallowance of Concerns?

Building Alignment
Exchanging Perspectives



- Discourage Discussion?
- Inflexible During Change?

Championing Execution
Offering Praise

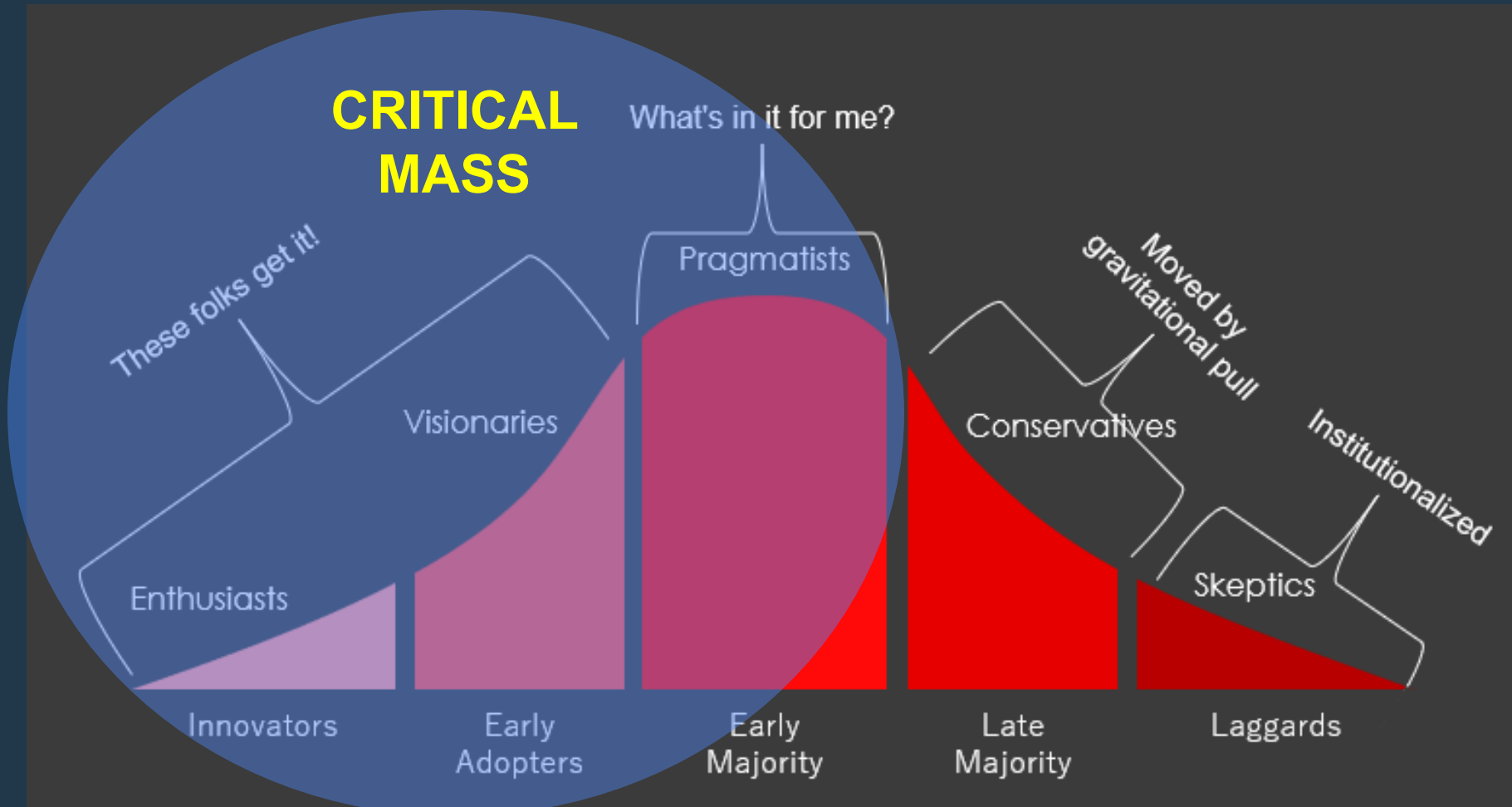


- Rarely recognize Contributions?
- Unlikely to Give Praise?

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3. Aim for influencing a critical mass



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4. Use a thorough understanding of human behavior

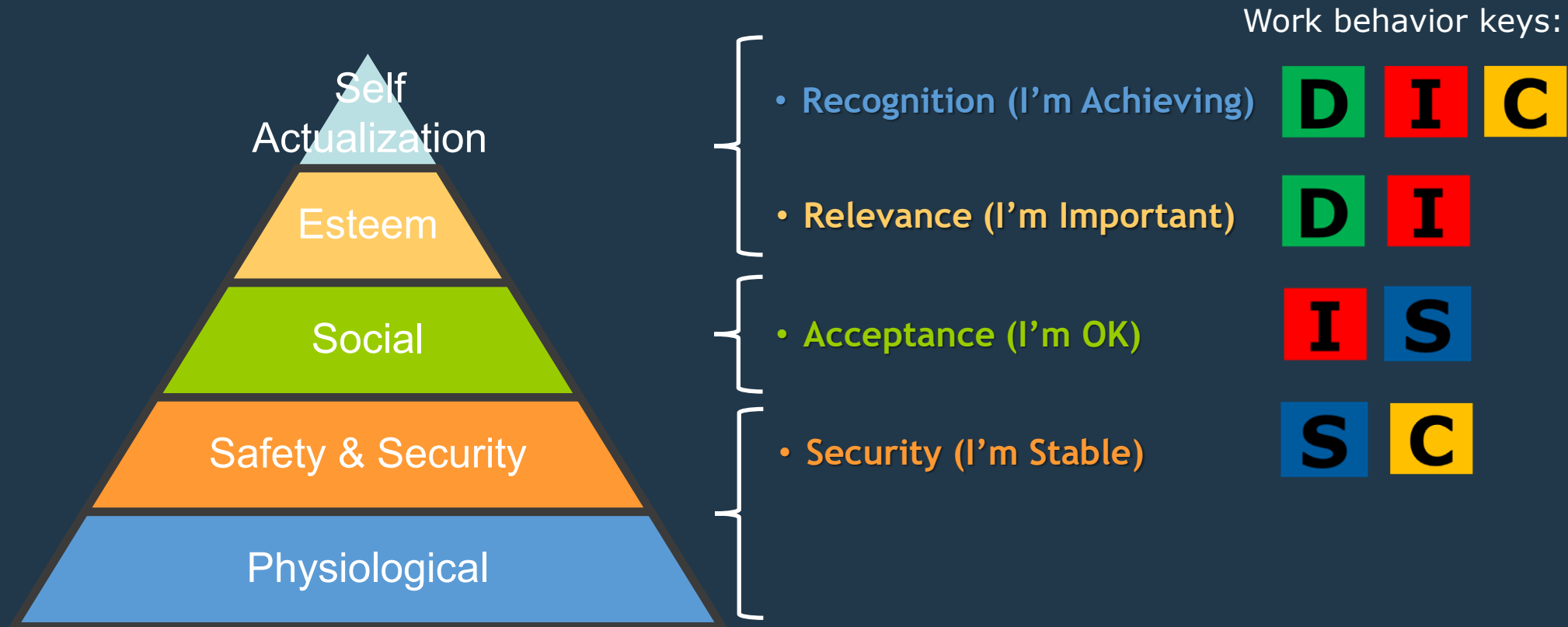


“Confirmation Bias”,
the tendency people have
to embrace information
that supports their beliefs
and reject information
that contradicts them.

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5. Appeal to personal motivations



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6. Teach using your personal success story

**Information is 20x more memorable
when given through a story**



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7. Role model the behaviors you are looking for

- Many people never had a role model in their life
- Consequently, many people never learned successful behaviors for the workplace
- If you fill that void, most people will live up to your faith in them



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8. Make it part of the daily routine

The quickest way to make a change permanent and recurring is to integrate it into the daily routine

- It must be seen as beneficial
- It cannot be too difficult or time-consuming to fit into the existing routine



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9. Support new behaviors through reinforcement

- Human behavior is learned and can be changed if conditions change
- It's modified through the consequences of positive and negative reinforcement
- Negative reinforcement without the intent to modify behavior (punishment), is least effective and leads to low morale
- No reinforcement is the same as positive reinforcement of undesirable behaviors



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10. Use informal interactions to reiterate core ideas

Informal Interventions

- Pre-work meetings
- Assigning work tasks
- Walk-and-talks
- Post meetings follow-ups
- Problem-solving discussions
- Individual performance talks
- Ad hoc gatherings





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