



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



PPI

PERFORMANCE PARTNERS INTERNATIONAL LLC

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

△

=

+

+

Future

Full potential

Results driven

People oriented

Transformational

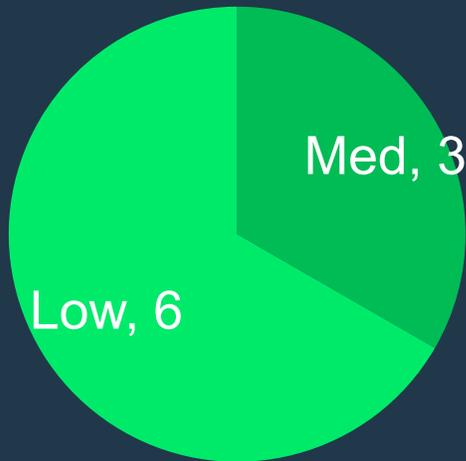
10 Steps to Making Change "Sticky"



2. Assess and develop critical management behaviors

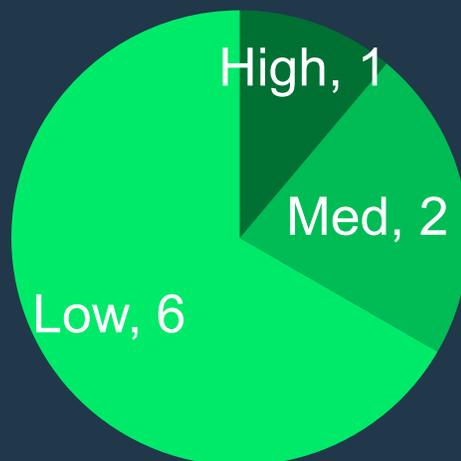
Areas for development

Building Alignment
Being Receptive



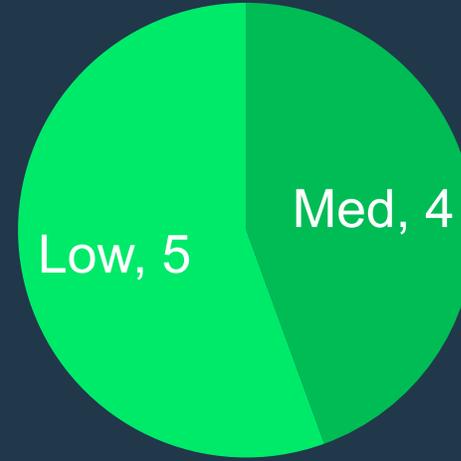
- Dismissive of Opinions?
- Negative Body Language?

Building Alignment
Being Encouraging



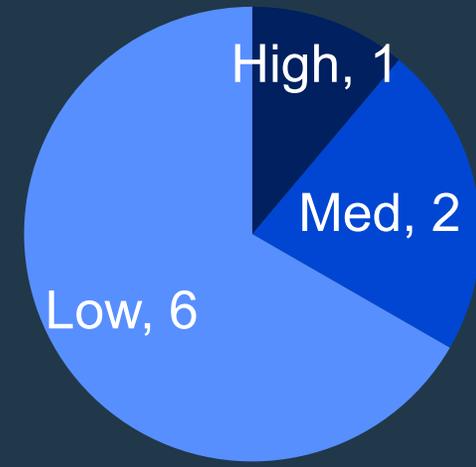
- Lacking Show of Appreciation?
- Disallowance of Concerns?

Building Alignment
Exchanging Perspectives



- Discourage Discussion?
- Inflexible During Change?

Championing Execution
Offering Praise

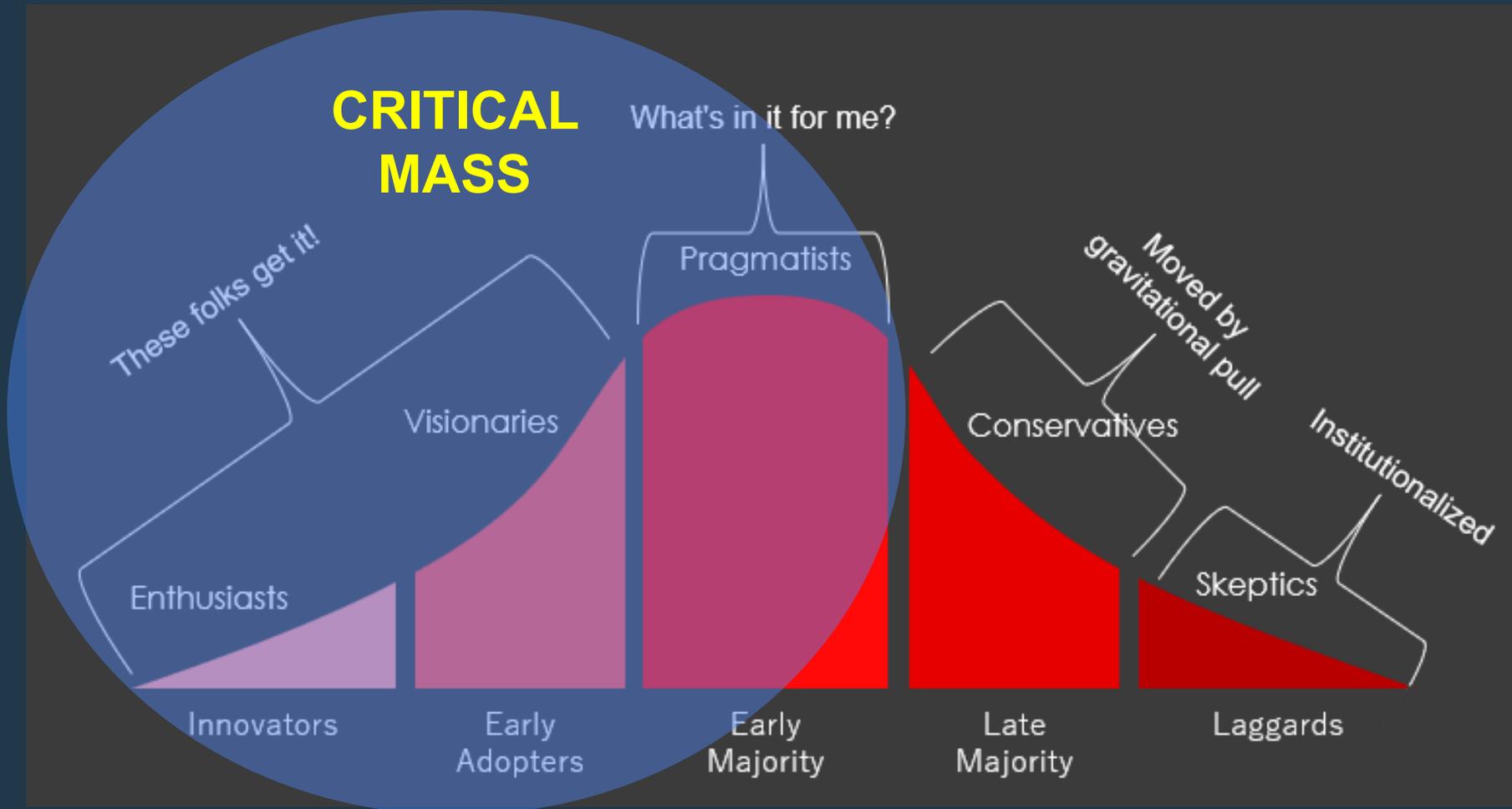


- Rarely recognize Contributions?
- Unlikely to Give Praise?

10 Steps to Making Change "Sticky"



3. Aim for influencing a critical mass



10 Steps to Making Change “Sticky”



4. Use a thorough understanding of human behavior

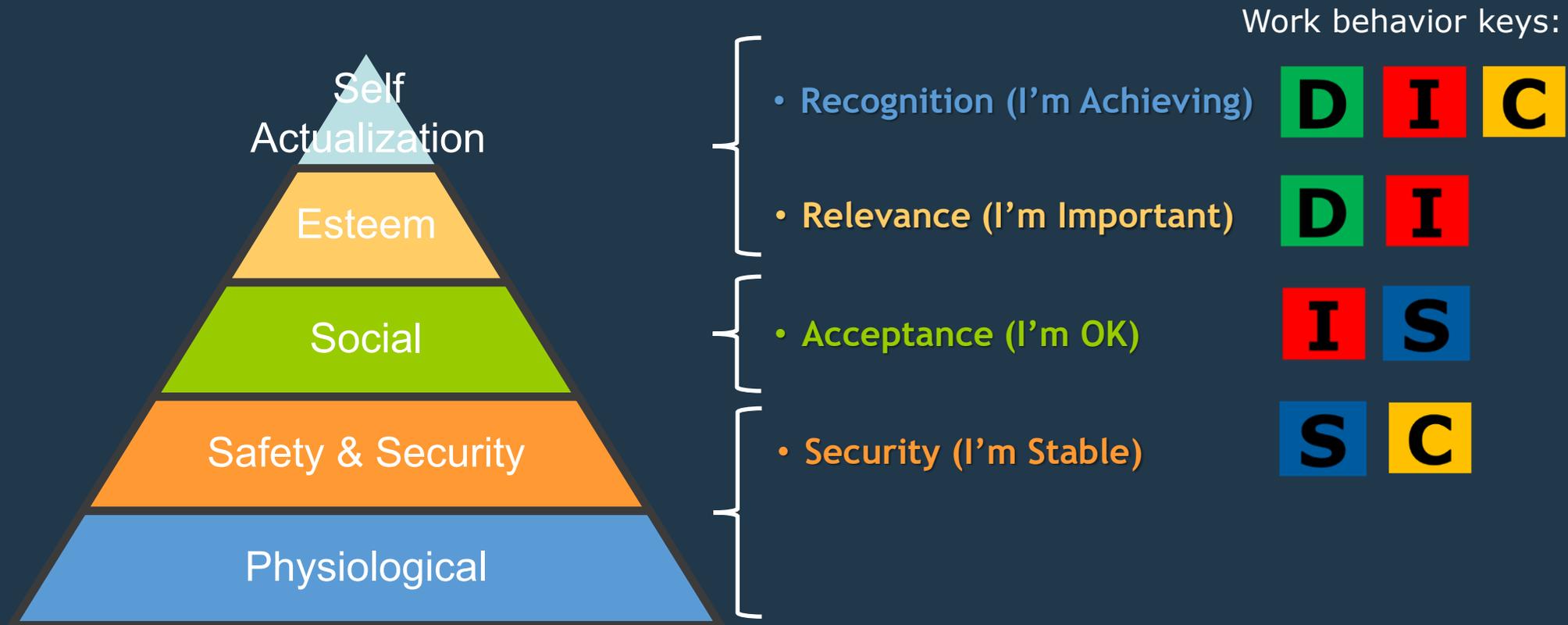


“Confirmation Bias”,
the tendency people have
to embrace information
that supports their beliefs
and reject information
that contradicts them.

10 Steps to Making Change "Sticky"



5. Appeal to personal motivations



9 Steps to Making Change "Sticky"



6. Teach using your personal success story

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



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



10 Steps to Making Change “Sticky”



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



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

A spiral-bound notebook with a white cover and a grid pattern is shown at an angle. The word "SUPPORT" is written in large, bold, red capital letters across the middle of the page.

SUPPORT

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



Performance Partners International

PPI is a partnership in leading human capital management practices.

Our collaborations span all industries and business functions, guiding clients toward optimum organizational effectiveness through their people— **where strategy meets performance...**

For additional information or copies, please call +1 (770) 598-5809 or e-mail larry.cummings@perfpartintl.com