



Intervention

Reward wanted behaviours/attitudes/skills/knowledge

Change Phase

AWARENESS / TRIAL / ADOPTION

Description

Make sure when the right behaviour/attitude/skill or knowledge appears it is rewarded and appreciated. Look out for and anticipate situations where you could expect the opposite.

For example, you want more initiative and the first one that takes it is punished! Especially try to prepare your leaders and managers to respond in the right way.

Another possibility is to put wanted behaviour in the spotlight, such as awarding someone with the title: Employee of the Month.