

7 THINGS TO CONSIDER

WHEN USING CONSEQUENCES TO SHAPE BEHAVIOR

Want to improve team performance? Consequences are a powerful tool to help you achieve your goals. Explore seven factors you should consider when using consequences to shape behavior.

ACTION + CONSEQUENCE = IMPROVED BEHAVIOR



BASELINE

1. Define the specific behavior you want to change and what good looks like.



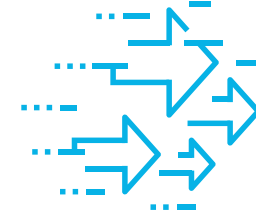
EFFECT

2. Be clear about the intent of your actions: Do you want to encourage desired behavior? Discourage or stop undesired behavior?



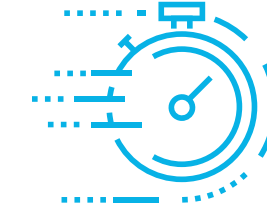
PERSONAL VALUE

3. When identifying the right consequences to motivate sales performance, always ask: what does the person I am trying to motivate care about? What motivates them to do what they do?



RANGE

4.
 - Don't get stuck with the same old ways to motivate others. Consider the full range of consequences available to you, such as: Feedback - verbal or written comments.
 - Tangible Benefits – such as raises, time off, bonuses.
 - Access to desired activities or responsibilities – like time with family at a favorite park; or giving someone the ability to take on new responsibilities they've wanted for a while.
 - Enabling people to complete complex work processes successfully, or supporting development of new skills.



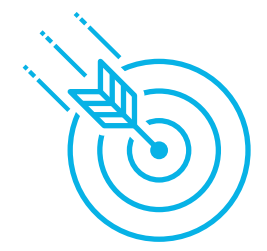
TIMING

5. No time like the present! Make sure consequences are provided as soon after the behavior as possible.



PREDICTABILITY

6. If employees know what consequences are likely to happen, they are more likely to respond to them. In other words, never promise something you won't deliver on, and be consistent in the delivery.



COMMITMENT

7. Behavior Change takes time. Reliably deliver the right consequences to the right behaviors, and you'll get the desired results.



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