



Leading Change

Overview

One of the first and most powerful inhibitors to change is fear.

This tends to diminish or shut down the key factors for change which are a meaningful and achievable goal, awareness, both self and social, imagination, motivation and then initial and then consistent action.

In this session we will not cover all the aspects of change but focus on what is required to initiate change, and then stick with it.

To do this I will focus on the Fogg Behavior Model (FBM) ...

BJ Fogg leads the Persuasive Technology Lab at Stanford University. He and his team research human behavior and how you can influence it to achieve business goals.

In fact, he's been labelled as one of the top ten business gurus of this generation by Fortune magazine. His practical framework will help you transform desire and goals into a focused behavioral change knock-out!



A simple read of the chart above is this ...

When tasks are hard to do, they require high motivation initially and a powerful motivating factor and trigger to stimulate action until ability is increased and all those factors lessen.

Alternatively, when a task is easy to do, it requires low motivation and a soft trigger to stimulate action yet is likely to have a low pay off or reward.

What was once a fuzzy mass of psychological theories about change is now organized and specific when viewed through the FBM.

The FBM highlights three principal elements, each of which has subcomponents.

Specifically, the FBM outlines Motivation, Ability and the types of Triggers required to initiate change.

Motivators

The Motivators tend to focus on moving from ...

- pain to pleasure
- fear to hope
- rejection to acceptance or belonging.

All of these are pretty straight forward and require little explanation other than the deeper analysis into exactly 'who' you are trying to shift into a sustained change of behavior.

That could be you, your team or your clients. Understanding their emotional and rational drivers and connectors will be the key success factor in this model.

Ability

The Ability factors tend to focus on ...

- time
- money
- physical effort
- brain cycles
- social deviance
- non-routine.

Let me explain these for you briefly ...

Time > Greater ability will be applied when the actions required are clearer, simpler, more manageable and less-time consuming.

Money > The more money something will cost you, the more motivation you'll need to do it.

Physical effort > The more sustained effort required to do something the less likely it will happen.

Brain cycles > People are much more likely to do something that doesn't require much thought. Make sure what you're looking to achieve is simple and easy to understand.

Social deviance > People don't like to go against the grain and will unlikely do things that will cause criticism or alienation.

Non-routine > People have well entrenched routines and so anything that sits outside of this is much less likely to get done.

Triggers

If someone is raring to do something, and they're fully able to do it, what happens next? Well ... unless you're very lucky, nothing at all.

Leaders, like anyone need a prompt to spring into action! Therefore the final piece of the behavioral puzzle is the trigger.

This could be something that is deeply meaningful and in alignment with a person's goals and values.

It could be as simple as a strong call to action based on a simple set of tasks.

Or it could be linking the task commencement to a specific routine behavior.

With BJ Fogg's Behavior Model as a trusty sidekick, you can build tiny habits that ensure long-lasting behavior change that transforms your organization.