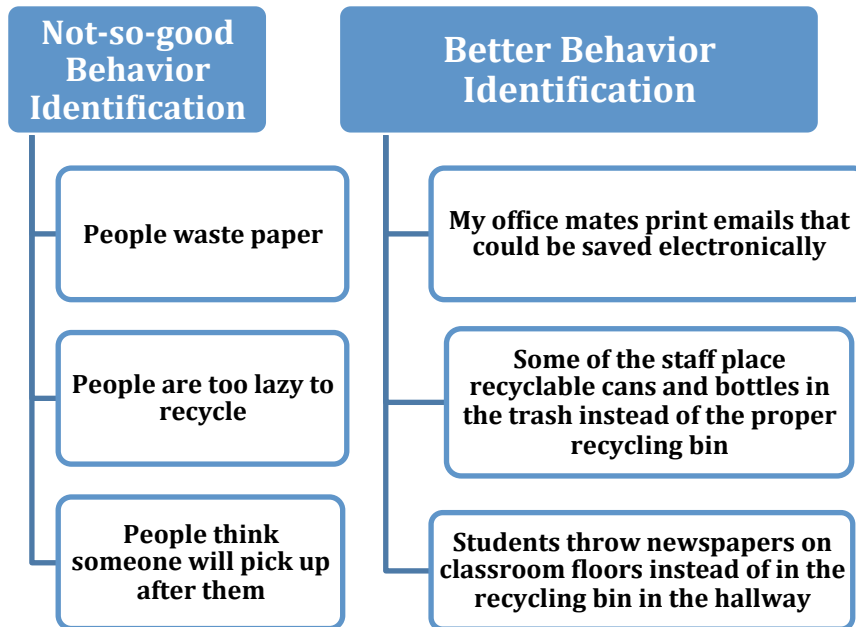


What are you trying to change?

In order to get people to do what you want, you have to be clear about the behavior you want to see. This may seem obvious, but pinpointing what you want to see, as well as identifying the behavior you are observing, takes some time and attention. If we don't do this, we run the risk of becoming frustrated, blaming people's laziness, and not being able to communicate effectively.



“Name That Behavior”

Now we'd like you to consider your own workplace and the behavior you would like to see. Consider the behavior you currently see and the behavior you want to see. Remember, you need to be specific. Here are examples of behaviors you might observe to help you work through this section.

Write Current Behavior here:

Write Behavior You Want to See here:

So, what's the problem in your office?

Take 2 - 3 minutes and brainstorm all of the possible reasons the behavior you want to see is not happening. Don't hold back! This will help you dig deeper and discover some of the obstacles to the behavior you want to see. We will come back to these and show you how to use them to inspire change!

B. *Who* are you trying to change?

Next, you have to know **who** you are trying to change. In other words, you have to **know your audience**.

Efforts to change behavior will only work if you tailor them to a specific group of people. If you are going to succeed, you have to know your audience's interests and motivations. What drives them? Who influences them? How can you appeal to both their Homer and their Spock sides?

My audience: