

Reaching Results Part 1

Richard Kazbour

richard@reachingresults.com

Leaders create the environment that people work in through their daily decisions, meetings, and actions. If leaders don't pay careful attention to the downstream impact of their behavior, they could unintentionally take actions that hurt rather than help safety. A good understanding of behavior can help leaders become more aware of the downstream impact of their behavior and help make adjustments to increase the positive impact they have on the safety culture and work environment.

This approach requires an understanding of behavioral science, and an understanding of the following:

- 1. Environment drives behavior**
- 2. Leaders shape the work environment**
- 3. Behavior change occurs when leaders change the work environment**

If you want to create a work environment where people are saying and doing the right things consider starting small.

1: Keep it simple

- If 1 page will work where 4 was used...make it happen
- When communicating, ask yourself "Can I make the message clearer?"

2: Get a hold of e-mails

- Before you send it ask yourself "Can I pick up the phone and call?"
- Are you unnecessarily "cc'ing"?

3. Awareness isn't enough

- Consequences influence behavior – not awareness. It's why we're less likely to exceed the speed limit when Mr Police officer is driving next to us
- Examine consequences from the performers perspective, not your own.

4. Be strategic with your time

- Set realistic goals
- Count what's happening if you're interested in changing it

If you only try one thing differently, ask yourself the following question before you start work tomorrow: *How will what I say and do today as a leader, influence what my people do tomorrow?*