

Awareness Matters...Right?

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Our lives are littered with examples of using awareness in hopes of changing behavior. From drunken driving campaigns to simple safety signage posted on the shop floor, the idea is typically the same: By building awareness people will do the right thing.

Unfortunately, it's not that simple. If awareness was all that mattered we'd all be healthier, happier, and safer because well, we know what's best for ourselves right? The truth is, influential leaders, coaches, and parents aren't successful because of their ability at delivering a message; they are successful because of their ability at influencing their environments. Below is a summary of concepts.

Behavior: Simply what we say and do

Business results are delivered through behaviors, which is why an understanding of behavior can help you impact business results.

The three drivers of behavior are: DNA, life history/experience, and current environment. We only have influence over the current environment. It's where to focus to influence behavior.

Environment: The physical setting and the behavior occurring in it. People behave differently in different environments. Think about how you adjust your behavior in the following two environments: - Meeting with direct reports - Out at a bar



The ABC Analysis: Consequences have the strongest influence over behavior and make it more or less likely that a behavior will occur again. Awareness will at best get a behavior started, but not maintain it in the long run.

