

CHANGING BEHAVIOR

People often wonder how they can change their own behavior or help someone else to do so. This list suggests some ideas. These suggestions are in ascending order—from the bottom to the top—of probable effectiveness. It may be important to consider *intangible* rewards as well as tangible rewards for “doing things right.”

- 1) Reinforce and reward good behavior that, as it takes place, is inconsistent with, and blocks, the (bad) behavior that you hope will disappear....**
- 2) Reinforce good behavior (role-modeling from senior people, performance reviews, etc.)**
- 3) Punish bad behavior**
- 4) "Name" what is good behavior and bad behavior**
- 5) Ignore bad behavior (and good behavior)**
- 6) Reward bad behavior**
- 7) Alternately reward and punish bad behavior --- this may cast it in concrete forever**