Acteon

Do you need to build skills or change behaviour?

What do people need to do to meet objectives?

Identify the behaviours that make a difference and have an impact.

Tip – get **uncomfortably specific** here. Some examples and the courses you'd find them in:

Close the door if you discover a fire (Emergency procedures)	**Use the branded templates** when creating a presentation (Internal communications)	**Wash your hands** before you start work (Infection control)	**Assess a candidate's CV** against a job description (Recruitment)

Can anyone do this behaviour? Are they capable of doing it when asked?

This is a **skills** question – some behaviours require practice; others are easy but perhaps don't always happen.
Here is where you separate out **behaviours** to change vs **skills** to practise.

Anyone can do it when asked

But it's not being done.
This is a **behaviour change** project.

Not everyone can do it when asked

This is a **learning and development** project.

Why isn't it happening?

It takes extra effort

Other people aren't doing it

It's not clear how to do it

The environment makes it difficult

People forget to do it

Why can't people do it?

It requires specific knowledge

It requires certain skills

It requires practice

It's role-specific

It's a question of individual capability

Things that change behaviour

Make processes super easy

Show that everyone else does it

Make the behaviours rewarding

Remind people at crucial times

Use defaults

Make the behaviour fun

Change the environment so the behaviour is easy

Give instant feedback (eg noise, lights) on behaviour

Things that build skills

Being able to practise in a safe environment

Learning from peers

Clear resources to follow

Chunking knowledge to make it easier to digest

Regular feedback and coaching

Having an emotional connection to the skill (pride, care, ambition)

Hearing about real examples

Seeing what good looks like