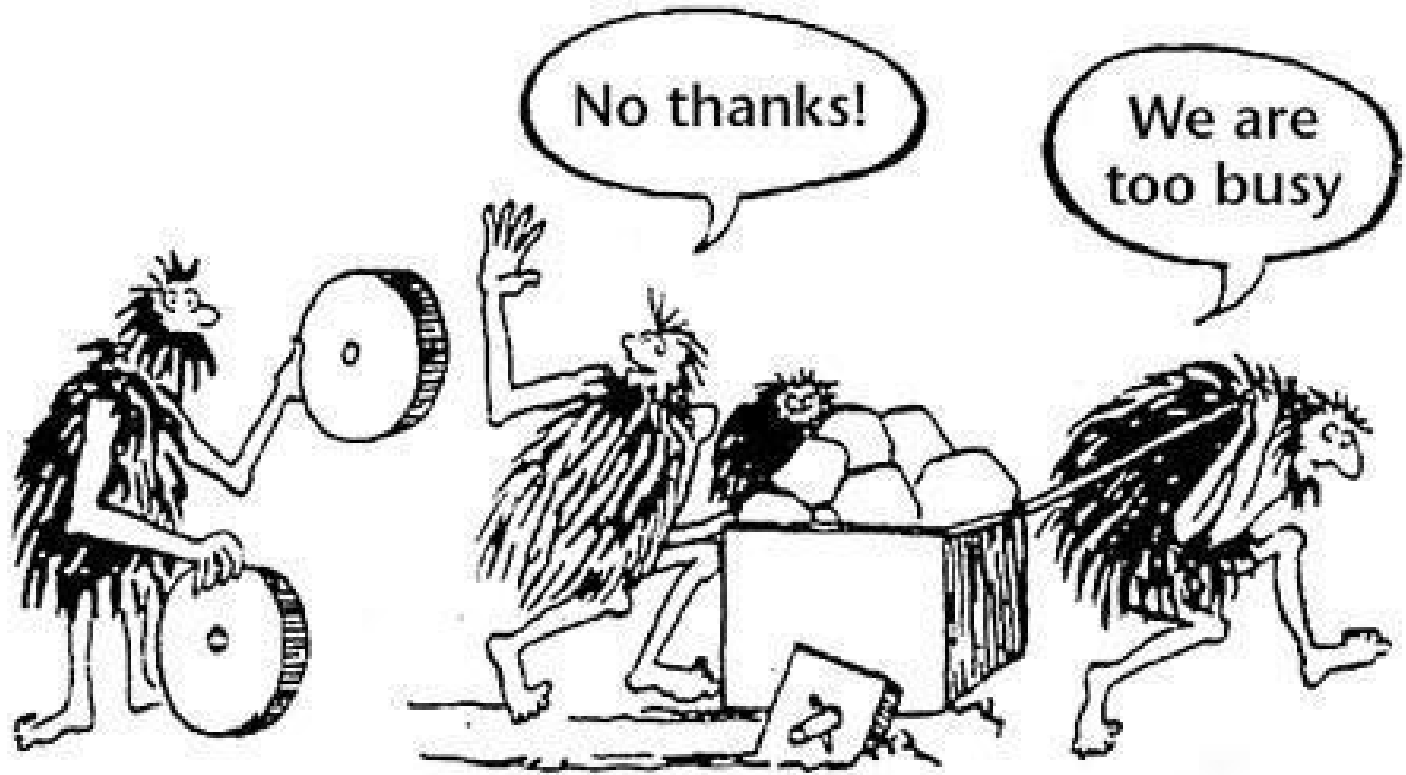


Driving Cultural Change Through Training

Presented by Melissa Asher, Rob Watson, & Andy Dobusch

Agenda

- Research on behavioral change and training
- Barriers and solutions to skill acquisition
 - Conceptual
 - Behavioral
 - Motivational
 - Attentional



50 Reasons Not To Change



● Stanford Study

- ◆ What is the long-term behavior change as a result of the training programs on the market?
- ◆ 4-year research and development effort



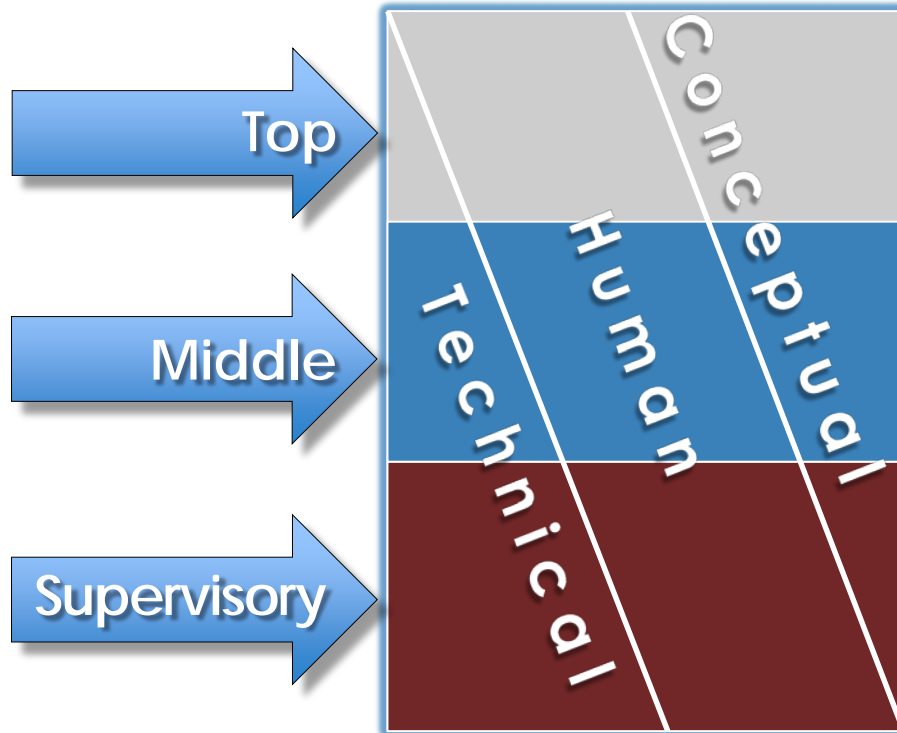
Stanford
University

Research Results

- ◆ Six months after the training - could detect no behavior change at all
- ◆ Identified barriers
- ◆ Identified skills most needed

Skills Needed

Organizational Levels



A common set of human skills can bind the organization together.



What have you seen work to drive behavior change, either your own or others?

Four Barriers

- Conceptual
- Behavioral
- Motivational
- Attentional



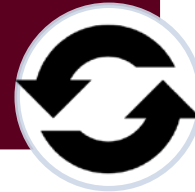
Conceptual



Teach a
Skill



Discuss
Context



See the
Skill





“

*Poll: Are you using video in
your training programs?*

WHY VIDEO?

According to popular research – in 72 hours the average human can retain...

10%
of text

Ingredients	Instructions
<p>Date:</p> <p>1 1/2 cups all-purpose flour</p> <p>1 cup superfine sugar</p> <p>1 teaspoon baking powder</p> <p>1/2 teaspoon baking soda</p> <p>1/2 cup two-thirds cream</p> <p>1 1/2 sticks soft unsalted butter</p> <p>2 large eggs</p> <p>2 teaspoons good-quality vanilla extract</p> <p>20 cup heavy cream</p> <p>Special equipment: 2 parchment-lined cake pans (use the one with removable sides, if available)</p> <p>Freezing:</p> <p>6 squares good-quality semisweet chocolate, broken into small pieces for easy incorporation</p>	<p>Take everything out of the refrigerator and let it come to room temperature.</p> <p>Preheat the oven to 350°F.</p> <p>Put all the cake ingredients (flour, sugar, baking powder, baking soda, vanilla, butter, eggs, and cream) in a large bowl and use a hand mixer or stand mixer to combine and process until you start to get the long, silky strands of cream. Add the leavening agents in a large bowl and mix until you have a combined and creamy mixture.</p> <p>Together the cream, your cream, vanilla, and eggs and pour this into your bowl of mixture.</p> <p>Divide the batter, using a rubber spatula to help you scrape and spread, into the prepared pans, and bake until a cake tester comes out clean, which should be about 25 minutes. But it is wise to start checking at 25 minutes. Also, it might make sense to swirl the 2 cakes around in the oven halfway through cooking time. Remove the cakes, in their tins, to a wire rack and let cool for 10 minutes before turning out of their tins. Don't worry about any cracks as they will easily be covered by the frosting.</p>



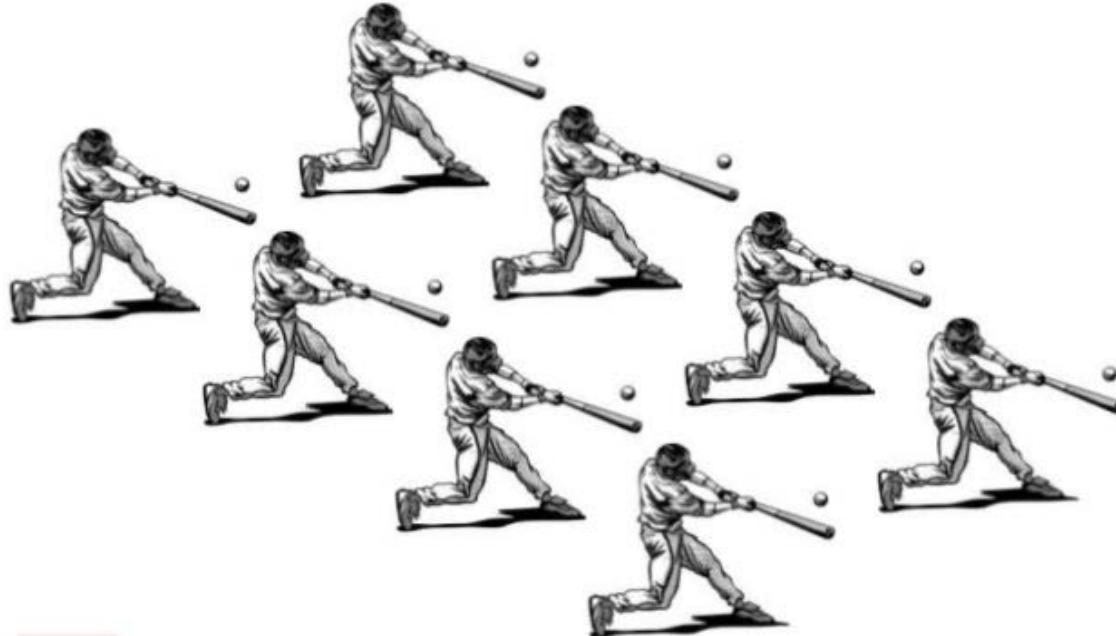
65% of
images



95% of
video

Behavioral

It's not difficult to swing a bat. But it's hard to hit a pitch.
Top hitters practice batting every day for decades.





How do you feel about
role playing?

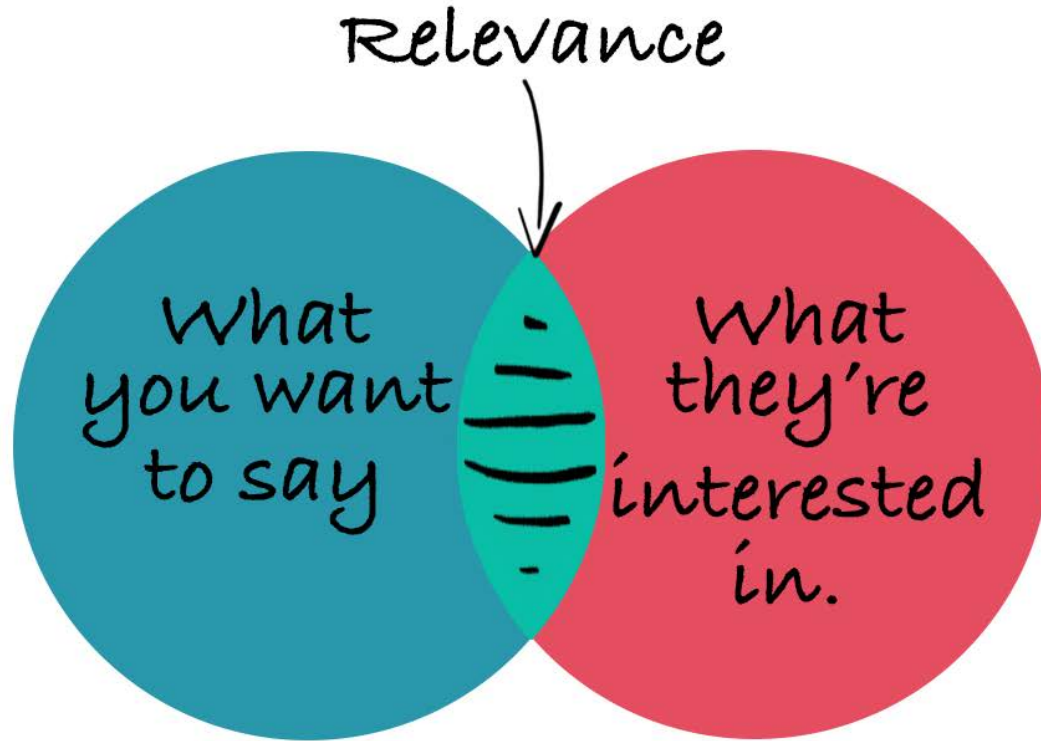
◆ Informed Feedback

- Create safe environment
- Have a coach





Motivational



Motivational

- ◆ Sharing effects
 - You
 - Others
 - Organization



...and i should care,
why?

Motivational

- ◆ Top down training
 - Builds in accountability
 - Creates role models



**Attentional
"Benson Project"**



Attentional



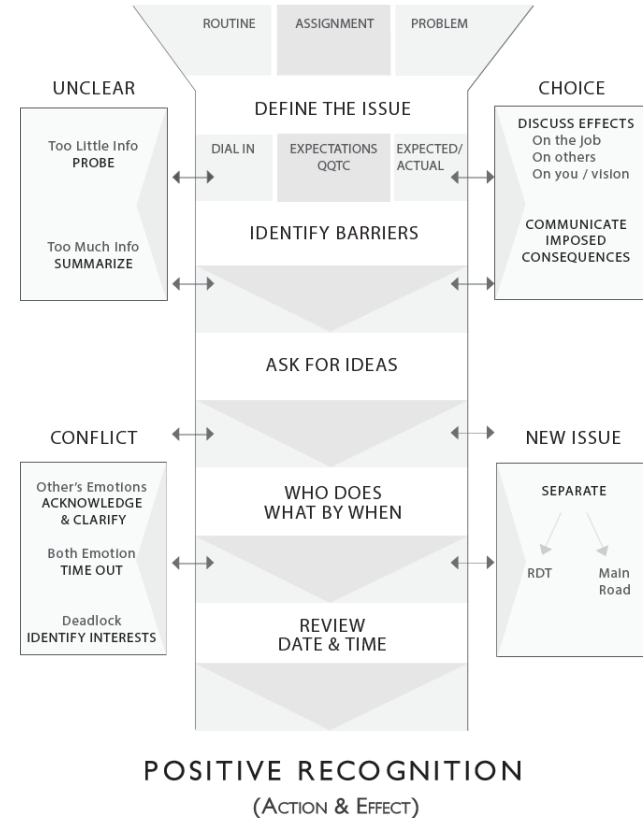


Attentional

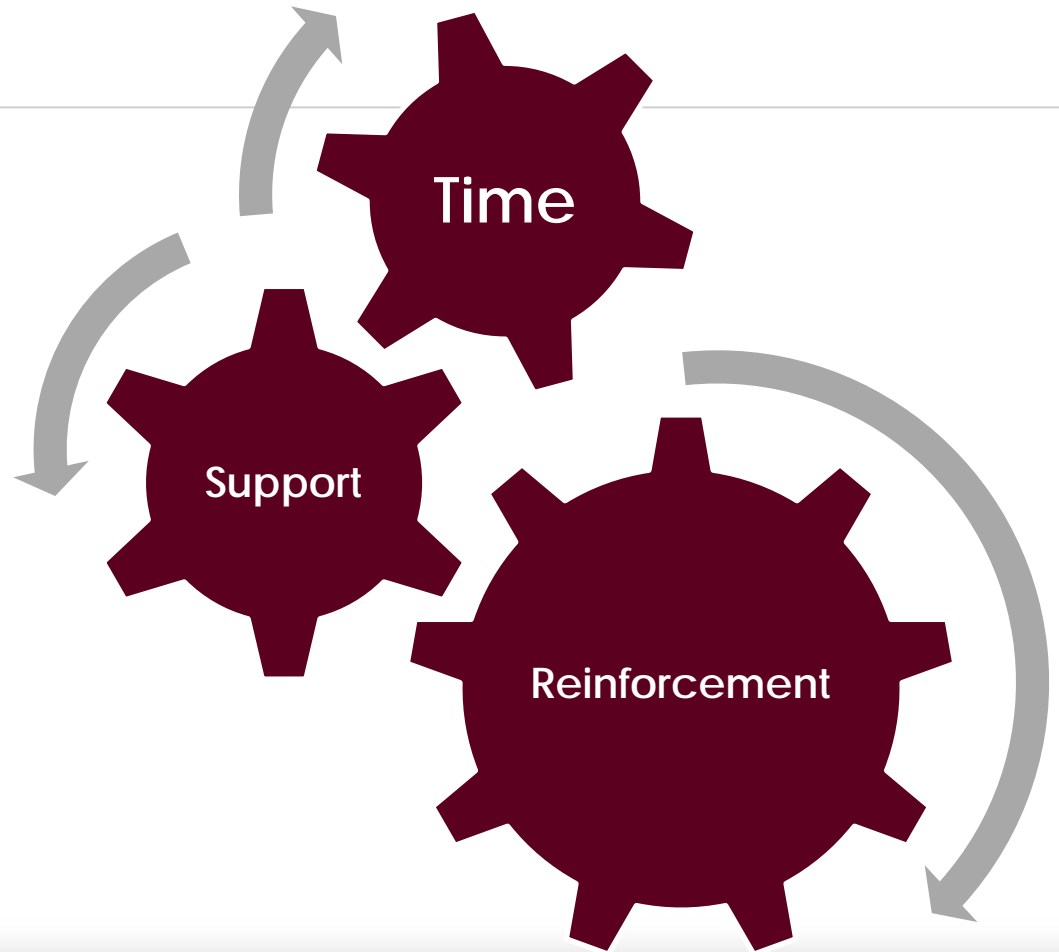
◆ Maintaining focus

- Visuals
- Cueing
- Competition

RESOLUTION® PROCESS



 Pulling it together



**Importance of
IMPLEMENTATION**

Interested in a taste?



Resolution Skills Executive Overview

April 10-12, 2018

CPS HR Training Center

<http://inter.viewcentral.com/reg/cps/ResolutionExecutiveOverview>



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