

Changing Behavior

- 1) Reinforce and reward good behavior which, 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 will cast it in concrete forever**