

1 Template: Reinforcing behaviors

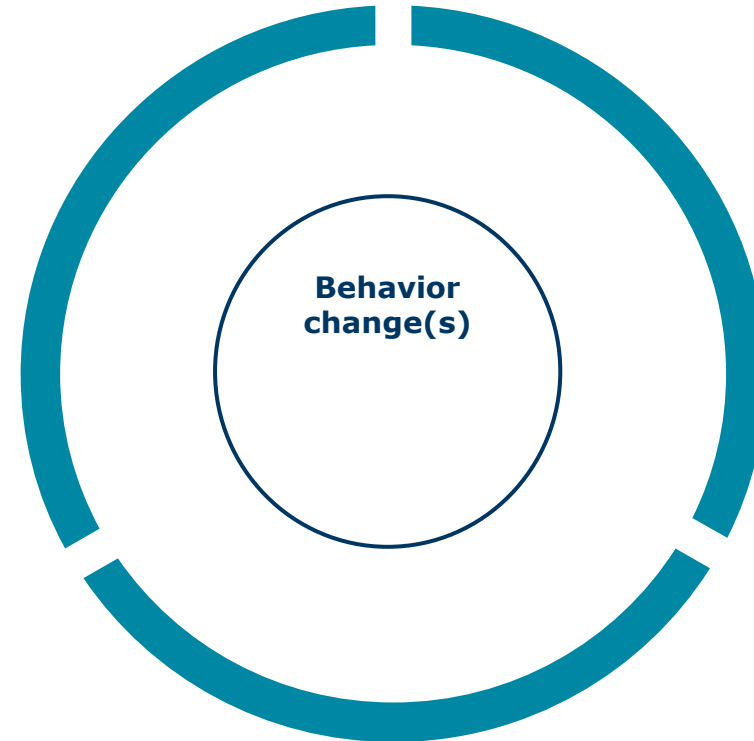
ACTIVATE SPONSORS

Instructions

For each key stakeholder group, **fill in the likely reinforcements to generate desired behavior changes**

Remember, people can feasibly change only 2-3 things at once, so organizations focus efforts on skills and behaviors that are both feasible for the organization to execute and important for the stakeholder group in the “new normal.”

Stakeholder group:



Sponsor (delivers reinforcement):

Positive, likely, timely, reinforcement:
