

Behavioural Change Resource Sheet

We know that to lead change effectively we cannot do change to people, we have to encourage people to do change for themselves. For this reason, its worth remembering that we are in the business of helping people to create new habits and new behaviours.

So I have collected together some of my favourite resources about encouraging changes in behaviour:

BJ Frogg and how we can encourage new behaviours by breaking them into tiny habits -
<http://tedxtalks.ted.com/video/Forget-big-change-start-with-a>

Quick ideas for changing behaviours –
https://www.ted.com/talks/matt_cutts_try_something_new_for_30_days?language=en

Another TedTalk, this time on some of the misconceptions about behaviour change
<https://www.youtube.com/watch?v=I5d8GW6GdR0>

Don't forget, helping people to create new behaviours is more effective if it meets their preferences. These resources help us to understand the needs of different generations:

<http://www.economist.com/news/business/21586831-businesses-are-worrying-about-how-manage-different-age-groups-widely-different>

<http://www.forbes.com/sites/rawnshah/2015/02/23/working-beyond-five-generations-in-the-workplace/#18aec1b63702>

This is a famous video about not ignoring the contribution that introverts can make and is a reminder that so many of our change activities e.g. workshops, discussions etc favour those with a more extrovert personality:

https://www.ted.com/talks/susan_cain_the_power_of_introverts?language=en

And of course, behaviour change requires us to have excellent levels of emotional intelligence. This is my current favourite video to explain the basics of EQ -

<https://hbr.org/video/4421646384001/the-explainer-emotional-intelligence>