

HOW TO INTRODUCE COMPETING BEHAVIOURS

Core Principle

Competing behaviours are positive alternatives that make unwanted behaviours impossible or unnecessary. They serve the same function but achieve better outcomes.

Examples of Competing Behaviours

Direct Replacement:

Unwanted: Interrupting in meetings

Competing: Taking structured notes for discussion points

System Change:

Unwanted: Late report submission

Competing: Progressive draft reviews

Process Modification:

Unwanted: Avoiding difficult conversations

Competing: Regular structured check-ins

Four-Step Implementation Process

1. Identify the Function

- What need is being met?
- What's the intended outcome?
- What's the perceived benefit?
- When does it work well?
- Why does it persist?

2. Design the Alternative

- Must be incompatible with unwanted behaviour
- Should be easier or more rewarding
- Needs to serve the same function
- Must be within capability
- Should align with strengths

3. Enable Success

- Remove barriers
- Provide resources
- Create triggers
- Build support systems
- Establish feedback loops

4. Reinforce Change

- Acknowledge progress
- Celebrate success
- Address setbacks
- Adjust as needed
- Maintain consistency

HOW TO INTRODUCE COMPETING BEHAVIOURS

Selection Criteria for Competing Behaviours

Must Be:

- Physically incompatible
- Equally or more efficient
- Naturally reinforcing
- Culturally appropriate
- Professionally relevant
- Readily achievable
- Measurable

Should Have:

- Clear success metrics
- Visible progress markers
- Built-in rewards
- Support mechanisms
- Growth potential

Support Framework

Environment:

- Visual reminders
- Process guides
- Support tools
- Progress tracking
- Success markers

Leadership:

- Clear modelling
- Regular feedback
- Active support
- Problem-solving
- Recognition

Monitoring Success

Track:

- Frequency of new behaviour
- Decrease in old behaviour
- Environmental factors
- Support effectiveness
- Outcome improvements

Remember: The goal is to make the new behaviour more natural, rewarding, and effective than the old one.