THE BEHAVIOR LEVERS SHEET

4 ways to change behavior, plus one to lock it in.

One well known creator says there are four ways to change human behavior. To get someone to do something: add something good, or remove something bad. To get someone to stop: add something bad, or remove something good. He adds that you reinforce a new behavior with urgency. The cookie and chores example is his. The practice pages, and the idea of using it with customers and staff, are my own addition. Use it fairly and with care.

THE 5 LEVERS

1. To get someone to do something, give them a cookie. That means add something good.
2. Or remove a chore. That means take away something bad.
3. To get someone to stop doing something, make them do a chore. That means add something bad.
4. Or stop giving them the cookies. That means remove something good.
5. Then reinforce the new behavior with urgency.

WHICH LEVER FITS?

Behavior I want	Do or stop?	Lever I will try

USE IT WITH CARE

- Is this fair to the other person?
- Is it honest, with no tricks?
- Would I be fine if they knew exactly why I did it?
- Do they have a real choice?

PRACTICE GRID

Situation	Lever used	What happened

Educational only. One creator's framework. Use it fairly and with care. No results promised.

Now put it in front of more people.

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