

# APPLICATIONS OF BEHAVIORAL LEADERSHIP

Improving Leadership  
Impact Through the  
Science of Behavior



## OVERVIEW

Success in today's competitive business world requires leaders who create positive environments and earn the discretionary effort of those around them. A highly engaged workforce performs beyond expectations whether focused on productivity, sales, quality, or safety. *Applications of Behavioral Leadership (ABL)* is a **4.5-day workshop designed for executives, managers, supervisors, team leaders, and other change agents** who want to create such environments, increase their impact, and achieve better results.

ABL is a transformative experience that will change your approach to managing people. Participants don't just learn about behavioral science, they understand its power through a series of classroom experiences that provides a framework for learning and application. This workshop provides an in-depth understand of the science of behavior, behavioral tools for addressing important workplace challenges, and a strategy for problem solving that allows participants to adjust what they do to maximize impact. It combines experiential exercises, case studies, focused discussions, and a number of opportunities to apply what is taught.

## REGISTRATION

**\$2795/participant** (*materials included*)

This seminar can be conducted at your location for groups of 20-30 people. Call for details.

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## TOPICS COVERED

At the completion of this workshop, participants can expect to have a clear understanding of the following:

- **The Science of Behavior**  
An in-depth look at the science of behavior: why people do what they do and how to positively influence any behavior.
- **Evaluating Performance Objectively**  
Getting past labels and generalities that confuse and frustrate, and instead moving towards actionable performance descriptions.
- **Harnessing the Power of Consequences**  
Understanding the four consequences that shape human behavior, the effect each has on behavior and how to use them effectively.
- **Capturing Discretionary Effort**  
Why positive reinforcement is the most powerful tool and how to use it to bring out the best in others and build engagement.
- **Uncovering Natural Reinforcement**  
Helping others tap into the natural reinforcers associated with improved performance so that gains are sustained over time.

## TAKEAWAYS

The following is a sample of tools and skills participants will take away from this workshop:

- A behavioral roadmap that links business results to critical behavior at all levels of the organization thereby focusing change efforts on key leverage points
- A 5-step change process to address any performance issue
- The art and skill of behavior coaching
- A process for integrating short, high-impact coaching interactions into your daily work
- A positive accountability and shaping process for building and refining coaching skills
- The PIC/NIC Analysis® problem-solving tool that uncovers the true root causes of performance issues
- A broad perspective for applying behavioral technology at home and in the work environment

Success in business requires the ability to have a positive influence on others. ABL provides the skills needed to increase engagement, capture discretionary effort, accelerate business results, and improve morale and retention. Register today.

### ADI

Regardless of your industry or expertise, one thing remains constant. People power your business. Since 1978 Aubrey Daniels International (ADI) has been dedicated to accelerating the business and safety performance of companies worldwide by using positive, practical approaches grounded in the science of behavior and engineered to ensure long-term sustainability. ADI provides clients with the tools and methodologies to help move people toward positive, results-driven accomplishments. Our clients accelerate strategy execution while fostering employee engagement and positive accountability at all levels of their organization.