

CASE STUDY

BACK TO BACK: WELL-BEING AND DRIVING HABITS



Prepared by Habit Mastery Consulting

Sharon Lipinski, CEO
March 2021

EXECUTIVE SUMMARY

Our client's main goal was to provide a unique and enjoyable team building experience. Originally designed as a single 4 hour training event during their team's all hands meeting in May, the training was re-envisioned due to coronavirus restrictions.

The four hour training was broken into 2 2 hour training blocks. The first occurring in July and focusing on coronavirus prevention procedures and stress management strategies. The second occurring in October on safe driving practices. During each training, attendees chose a specific behavior they would practice during the 60 Day Habit Challenge.

The 60 Day Habit Challenge started immediately at the end of each training session and was delivered via mobile app. Participants received daily notifications on their phone and tracked their progress.

In addition, we provided our client with weekly updates on how their team was faring in the challenge and with a weekly email they could share with their team to maintain interest in and engagement with the challenge.

Employees benchmarked their targeted behavior at the start of the challenge, at the end of the 60 Days Habit Challenge, and again in a follow up survey.



My overall takeaway is that you can do anything you set your mind to, but you gotta take it one step, one day at a time. Program Participant

WELL-BEING CHALLENGE

CORONAVIRUS PREVENTION OR STRESS MANAGEMENT

Key Statistics

43: Attended Training
88% Started Challenge
73% Completed Challenge
182% Increase In Behavior

Top Five Habits

1. Exercise
2. Mental/Emotional/Spiritual
3. Sleep
4. Food/Nutrition
5. Coronavirus Prevention

The first training in the series occurred a few months after the pandemic started as employees were learning to adopt new coronavirus prevention procedures and starting to work from home. While employees had risen to the challenge, they were nevertheless dealing with elevated levels of stress. Employees were asked to choose a behavior that would help them cope with the current crisis.

By the end of the challenge, participants reported a 182% increase in their targeted behavior. In a follow up survey 5 months later, they reported not only sticking with it but also being very confident they would continue to stick with it.

| Benefits | Description | Value |
|---------------|---|---------|
| Productivity | Improvements in focus, prioritization, problem solving, and organization. Starting the day on the right foot and knowing the next thing that needs to happen. | \$8,400 |
| Confidence | Improvements in sense of accomplishment and confidence due to sticking to goal. Increased sense of purpose. | |
| Stress | Improvements in patience, perspective, and sense of control. Created boundaries between work/home and had time and energy for personal interests. | |
| Better Health | Improvements included losing weight, sleeping better, less stiffness, and more energy especially in afternoon. | |



My habit was to exercise for stress relief. Since working from home, I was sitting down all day on phone and suddenly it would be 5. I'd be exhausted. With exercising, I had energy again for personal things that were important to me, and it helped get out pent up stress. It also impacted work, and let me take a step back, gather my thoughts, prioritize, and be more patient with people. I used to feel like I didn't have time to take a 20 minute break, but I realized that it gave me more energy and the chance to identify the priorities. I felt less frustrated and got one or two more hours of work done a week. Program Participant

DRIVING CHALLENGE

IMPLEMENTING SAFE DRIVING PRINCIPLES

Participants had already been through extensive driving training over a period of years. They did not need more driving training. They needed an opportunity to practice the driving skills they already knew they needed, so that it became a habit.

We designed the “Amazing(ly Safe) Race” as a gamefied training experience. Participants moved around the track by giving correct answers on safe driving practices.

Participants were asked to choose the safe driving practice that would make the biggest improvement in their safety on the road.

By the end of the challenge, participants reported a 157% increase in the targeted behavior. In a follow up survey 3 months later, they reported sticking with it and being very confident they would continue to stick with it.

Key Statistics

43 Attended Training
83% Started Challenge
55% Completed Challenge
157% Increase in Behavior

Top Five Habits

1. Back In/Pull Through Parking
2. Avoiding Distractions
3. Keep Eyes Moving
4. Aim High
5. Leave More Room

| Benefits | Description | Value |
|--------------------------|--|----------|
| Avoid Incidents | Driving habit either avoided an accident, fender/bender, pedestrian, or ticket or respondent felt it would lead to. | \$16,500 |
| Good Example | Felt they were setting a good example for others, not being hypocritical about good driving advice, and/or having to lie about their activity. | |
| Less Stress/Productivity | Arriving at destination feeling calmer and more focused. | |

“ My habit was to avoid distractions. I would ask myself, “Am I fit to drive?” And repeat my mantra: “Driving time is driving time.” I put a notepad in the center console, so I could write down thoughts before I left. I find that now I leave earlier and arrive with a lot less stress. This has directly impacted my productivity. I’m less stressed when I arrive on site, so I’m more approachable and my thoughts are clearer. My messages are received better. I used to drive multi-hour work trips and not remember the trip. Now, I feel much less prone to accidents. Program Participant

CONCLUSION

Overall, the program was well received and enjoyed by the team and resulted in a 78% ROI.

The first training and challenge improved stress management skills precisely at a time when the pandemic was adding even more stress to employees' lives. Many employees reported that it helped create boundaries between work and home that made them more productive and effective at work.

After the second training and challenge, most participants reported that their new safe driving habit made them safer on the road helped them avoid a potential incident. One said, "There was at least one occasion on slippery roads in which this extra distance could have played a factor in eliminating an accident."

Both trainings and challenges resulted in a measurable and sustained increase in the targeted behavior. While the first event alone was successful, the second training gave employees the opportunity to hone their habit creation skills and master habit creation strategies. Many employees remarked that they already have used or will use these strategies for other areas.

// *My habit was to drive the speed limit. I used to have a lead foot and once even got a \$180 speeding ticket. I was always running late or felt like it—even if it wasn't a firm deadline. Now, I don't worry about my arrival time. Maybe I'll go a few miles over, but I really never speed anymore. I set cruise control and that's it. This is how I drive now, and I laugh at people who speed. I'm glad it lets me be a good example for a kid who is about ready to drive.*

ABOUT HABIT MASTERY

We help organizations close the gap between their training and their employee behavior by designing training programs that stick. Our clients see an average increase of up to 150% in the targeted behavior.

Our proprietary approach is quick, easy, and fun. In less than 10 minutes a day, you can start creating healthier, safer, and more productive teams. To learn how we can work with you to co-create and implement a customized plan of action contact our CEO, Sharon Lipinski, at sharon@habitmasteryconsulting.com or 970-581-7681.