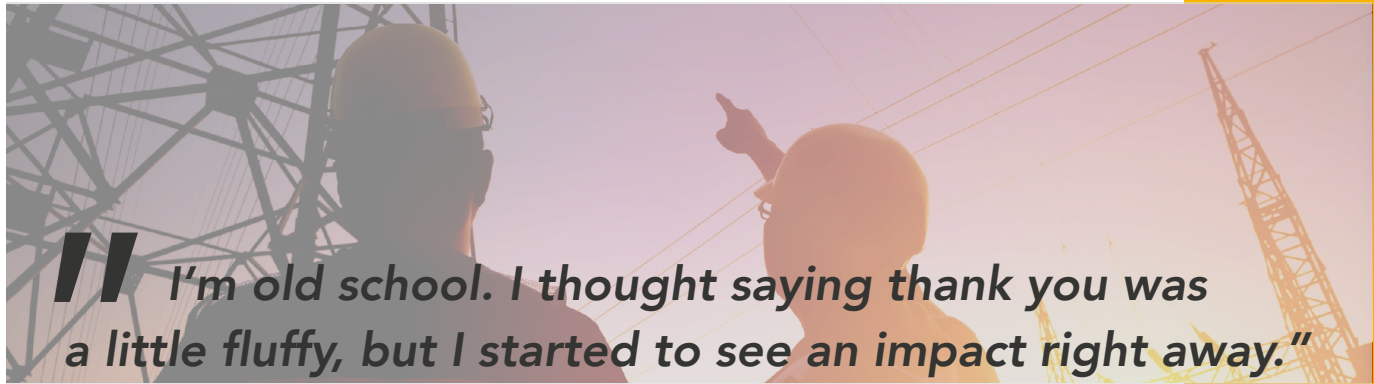


CASE STUDY

LARGE UTILITY COMPANY IMPROVES SAFETY BY INCREASING POSITIVE FEEDBACK



Habit Mastery Consulting was provided with the results of our client’s company-wide comprehensive safety culture survey. During the course of strategic discussions with our client, we prioritized improving 4 key questions involving how frequently leaders provided positive feedback and recognized team members for performing work safely. While the targeted behaviors were modest in scope, the ripple effects of the changes were more extensive than we anticipated.

We started with a regional approach, selecting 294 leaders within the company. The overall concept was to inspire them to incorporate positive feedback as part of their leadership style.

Prior to developing the training, we interviewed a selection of potential attendees to identify obstacles that would prevent a thorough engagement with the training and also potential objections to adopting these new approaches. As a result, the training was well received with well over 90% of survey respondents agreeing that the training was valuable, held their attention, and related well to their culture.

The final product was a two-hour training program that educated leaders on the value of positive feedback and provided them with a wide range of tools and strategies tailored to giving their team specific, meaningful, and consistent feedback.

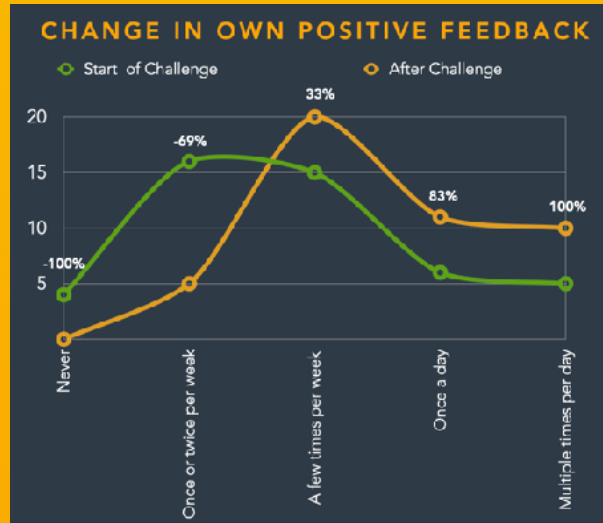
The program was also designed to support attendees after the training as they honed their positive feedback skills. Immediately after attending the training, the attendees started the 60 Day Habit Challenge during which they received daily notifications on a mobile app on their phones and tracked their progress.

From the start, attendees benchmarked their targeted behavior. In addition, attendees received a weekly email to deepen learning around the topic as well as maintain interest in and engagement with the challenge. Their benchmarks were re-evaluated at the end of the 60 Day Habit Challenge, and weeks later, in return interviews.

Survey Impact

Post challenge surveys reflected a substantial increase in the frequency of positive feedback.

We also asked them to reflect on the amount of positive feedback they saw from their fellow leaders. A similar trend emerged with a significant decrease in never and once or twice a week but increases across all the other categories.



Top benefits included feeling more positive, having better conversations, solving problems more creatively, and sharing more information in daily

TOP BENEFITS REPORTED FROM INTERVIEWS

Benefits	Description
Personal	Improved feelings of personal satisfaction or positivity including improved relationships at home.
Productivity/ Deadlines	Teams became more effective, worked harder, and better met deadlines
Safety Behavior	Increased use of specific safety behavior or practices.
Collaboration/ Relationships	Improvements in work relationships and conversations within teams and/or across departments

The impact of the training became clearer during the follow up interviews when attendees shared how these new leadership skills impacted them and their teams. Many accounts were similar to the one detailed below.

A site supervisor shared that in the past he would tell people what to do when he saw something unsafe. After the training, he put his new skills to work. For example, he initiated a discussion with a contractor foreman about why it was important to mention the nearest emergency location information during daily briefings. When the foreman covered it in the briefing, the supervisor reinforced with positive feedback. As a result, the foreman now consistently includes this information during daily briefings.

“ It’s not easy to start something, and this gave me a realistic way to look at changing behavior.”

To learn how we can work with you to co-create and implement a customized training program that results in the rapid adoption of key behaviors, contact our CEO, Sharon Lipinski, directly at 970-581-7681 or sharon@habitmasteryconsulting.com