



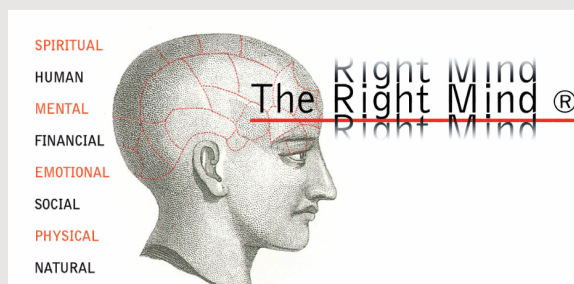
# SELECTIVE BEHAVIOUR MODELLING™

## A PIONEERING INNOVATION



EMBEDDING  
BEHAVIOURS  
RELIABLY AND  
PREDICTABLY.

SUPPORTING  
CULTURE CHANGE  
WITH EMPIRICAL  
MEASUREMENT.



## SELECTIVE BEHAVIOUR MODELLING™

- Supports cultural change which is aligned with the strategic needs of the organisation.
- Enables members of the organisation to Experience SBM™ at a deep and meaningful level.

Many training programs frame their definition of success in terms of *“things we want people to know”* rather than *“behaviour we want to see.”*

McKinsey Quarterly, October 2010.<sup>1</sup>

### SBM™ - A NEW GENERATION BEHAVIOURAL CHANGE TOOL

SBM™ takes the next step to review on mass and instil concrete, specific behaviours: that is, behaviours we want to see happening and can be empirically measured. The differences between 360° and SBM™ are:

360°	SBM™
Historical, subjective	Real-time, behaviour focused
Little empirical evidence that participants actually behave differently	Strong empirical evidence for behavioural change
Time consuming	90 seconds per week
Expensive	Cost-effective

<sup>1</sup> Aaron DeSmet, Monica McGurk, and Elizabeth Schwartz, *Getting more from your training programs.*

## ABOUT THE PROGRAM

*Selective Behaviour Modelling™ (SBM™)* is a software supported approach to embedding behaviours reliably and predictably into large numbers of people *to support culture change with empirical measurement.* SBM™ has been designed by Australian behavioural scientist Allan Parker.

### IN SIMPLE TERMS SBM™:

- Is identifying single, specific, concrete, observable and/or audible behaviours that, when delivered, will create a high leverage impact and support the desired culture change inside an organisation.
- Involves a significant number of people committing to participate in the delivery of 2 of those specific, concrete, observable and/or audible behaviours every day in their day-to-day workplace for 12 weeks.

### PARTICIPANT REQUIREMENTS

- SBM™ requires that all of the participants know what the 2 specific, concrete, observable and/or audible behaviours are (and the system will tell them); watching those behaviours happening, copying them, and making them part of their own behaviour on a daily basis without being away from their core work.
- The system provides a place for participants and reviewers to give yes/no feedback, once a week, which takes less than 90 seconds to do.
- The system provides feedback from 3-4 reviewers, selected by the participant, who observe the participant doing the behaviour on the job. This means that there is empirical measure *en masse* that the behaviours are being delivered into the organisation each week and thus impacting positively on the Culture.
- Once everyone has delivered the behaviours daily for 12 weeks it will have become embedded as a habit.

## PROCESS SUPPORT

- SBM™ is supported by a unique piece of web-based software that is accessible from any computer with an Internet connection. Participants simply need to have their own email address.

## THE EVIDENCE

### 1. Multinational Technology Organisation

The SBM™ program was run for a 10-week cycle, delivering 6 behaviours, in various Asian locations. The results: At week ten 82% of the participants were demonstrating the behaviours.

### 2. Global Bank

The SBM™ process delivered 9 behaviours for 12 weeks in 162 people.

Behaviour	Week 1	Week 12
1	40%	66%
2	50%	64%
3	50%	65%
4	50%	68%
5	50%	60%
6	74%	95%
7	40%	63%
8	59%	77%
9	40%	66%

**WINNER: The Scottish Financial Industry Innovation of the Year Award** (for People and Skills)

## ABOUT ALLAN PARKER



Allan Parker is the Australian Behavioural Scientist responsible for the innovation of SBM™. He works in both training and consulting, in the areas of Facilitation Skills,

Negotiation and Dispute Management as well as Management Development. In consulting, his work has included the facilitation of Organisational Cultural Change, Strategic Planning, Corporate Restructures and Mergers with many of Australia's leading organisations.

Allan was a member of the Curriculum Advisory Committee to the College of Law & Business, University of Western Sydney who were responsible for the design, development and delivery of the Masters of Dispute Resolution. Allan was awarded an Adjunct Professorship for this contribution to the field. He is also a Certified Mediator with the NSW Law Society, LEADA and ADRA.

His clients have included: Microsoft, BNP Paribas, Macquarie Bank, The Royal College of Physicians, the OECD and the United Nations.

He is the co-author of the best-selling book *Switch on Your Brain*; he is the author of the *Negotiator's Toolkit*, and is one of the co-authors of *Beyond Yes - Negotiating and Networking*. SBM™ is his latest product.

## FOR FURTHER INFORMATION

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