

# Making Change Stick

Behavior Science to improve user adoption in a records management program

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# Challenges with User Adoption

**55%**



of Records Management Projects

# Traditional Approaches to Change

- Planning
- Technical Training
- Setting expectations
- Communication
- Execution
- Buy-in/consensus building
- Leadership setting the model

# Exercise 1

- Think of your own work
- What approaches have you seen/used for user adoption?
- Write each strategy on a sticky note

# Making Change Stick



ABC

# Diagnosing User Adoption

<b>Antecedents</b>	<b>Behavior</b>	<b>Consequences</b>	<b>Effect?</b>
<b>Before Behavior</b>	<b>During</b>	<b>After</b>	

# ABC Example

Antecedents	Behavior	Consequences	Effect?
<ul style="list-style-type: none"><li>• Candy in the store</li><li>• Hungry Child</li><li>• Parent present</li><li>• Other people around</li></ul>	Child cries “I want candy!”	<ul style="list-style-type: none"><li>• Parent gives child candy</li><li>• Other people look at child</li></ul>	



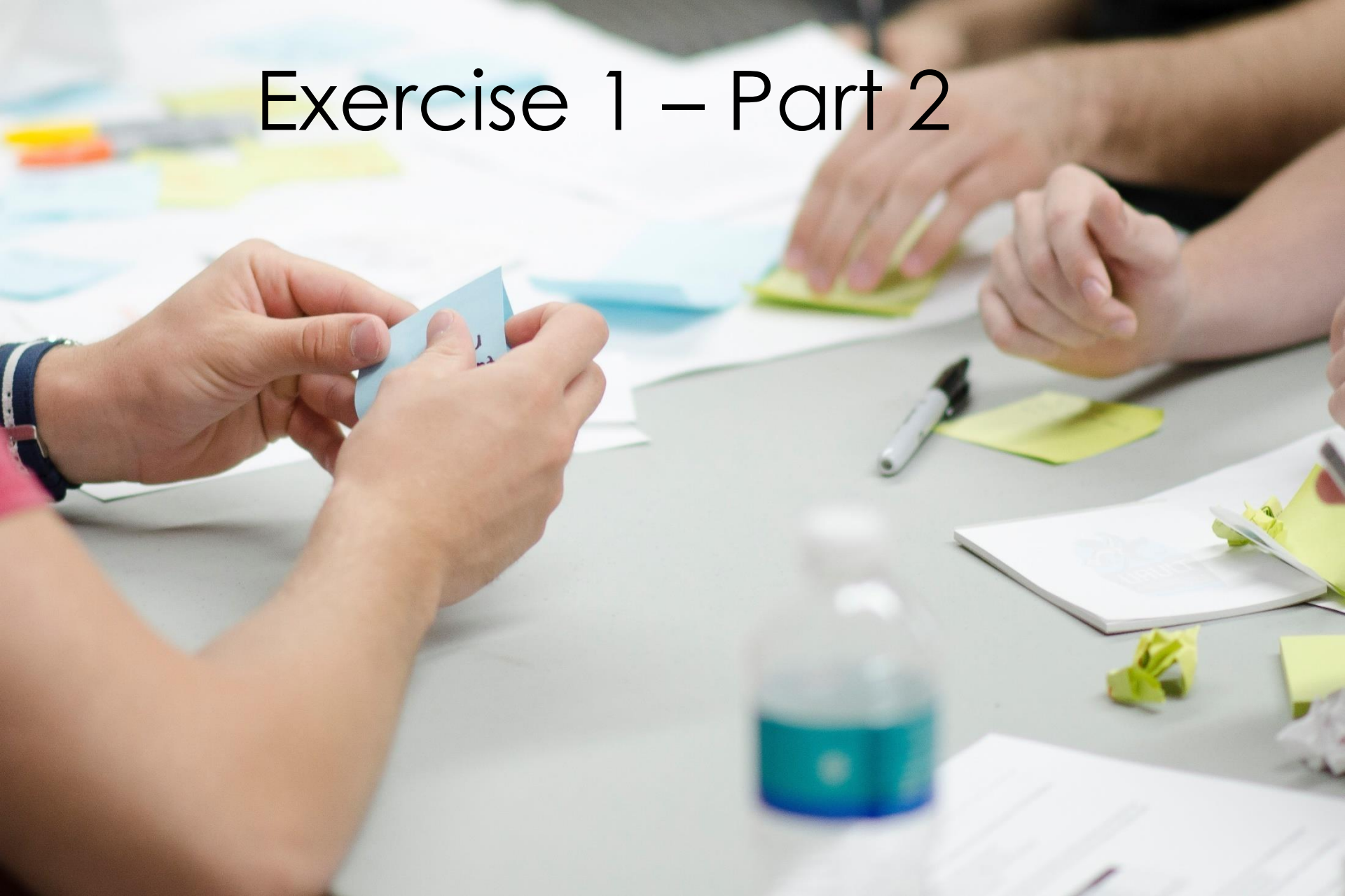
# ABC Example

Antecedents	Behavior	Consequences	Effect?
<ul style="list-style-type: none"><li>• Deadline for report</li><li>• Other projects</li></ul>	Employee submits report ahead of schedule	<ul style="list-style-type: none"><li>• Boss says, “guess I’m not giving you enough work!”</li><li>• Employee given additional reports to complete</li></ul>	

# ABC Example

Antecedents	Behavior	Consequences	Effect?
<ul style="list-style-type: none"><li>• Told to destroy personal records after storage</li><li>• Training on new process</li></ul>	Business user keeps copy of record in personal e-mail	<ul style="list-style-type: none"><li>• Boss praise for quickly producing information in e-mail</li><li>• May have security issue in the future</li></ul>	

# Exercise 1 – Part 2



# Approaches to Change

- Design the system in a way to “reduce friction” and make the process support the business
- Pinpoint key adoption metrics and provide frequent feedback on those metrics to all involved (senior leaders + Business users)
- Provide leaders with a tool for feedback and reinforcement
- Incorporate user adoption into senior leaders’ measures
- Coaching performers
- Feedback from business users
- Recognize and reward early and frequent adopters
- Reward/recognize those who are making an effort to adopt
- Provide ongoing support and resources

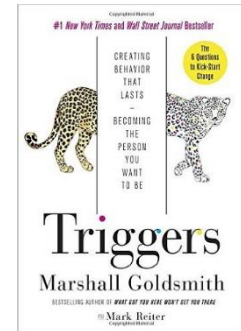
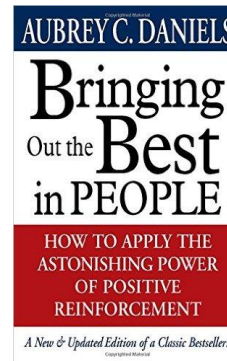
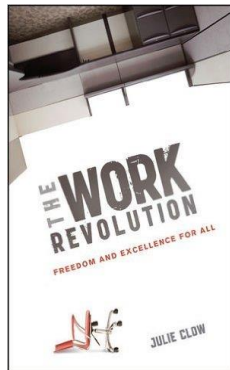
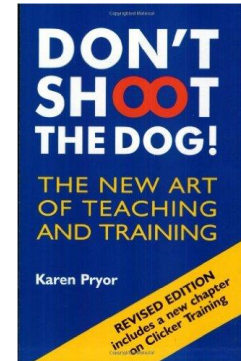
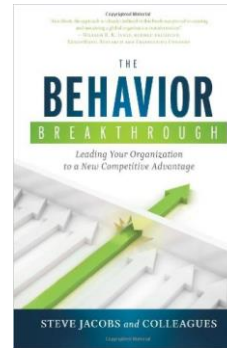
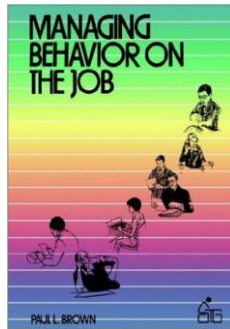
# Exercise 2

- Think about past or current change efforts you have been involved in
- Pick one
- Identify and sort the Antecedents and Consequences that can support user adoption
- Be prepared to **share** with the group
- Take 5 minutes



# Leading Change and Generating User Adoption

- Antecedents will get change started
- Consequences are **essential** in getting change to stick
- - And – Positive consequences are much more effective at encouraging adoption than negative “fear-based” consequences



Curious how this can help you? Lets Talk  
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