

# Not All Behaviour is Equal: The Hidden Impact on Your Culture

Some behaviours quietly erode your culture while others destroy it from the top. Discover how to spot the difference and take action before it's too late.



# The Invisible Spread of Behaviour

Why do some behaviours go unnoticed while others go viral inside your company?

It's not just what people do — it's who's doing it that shapes the impact. The same action from different team members can have dramatically different consequences.



# The Behaviour Impact Matrix

This matrix reveals the real impact behaviour has on your people and performance.

# Behaviour Positive or Negative actions and communication Negative Junior Senior

**Seniority** Position within the organisation



#### The Behavioural Impact Matrix

3

#### **Emerging Stars**

Junior + Positive

1

#### **Culture Carriers**

Senior + Positive

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#### **Disruptive Drifters**

Junior + Negative

7

#### **Toxic Influencers**

Senior + Negative

Let's break down each quadrant...



#### Culture Carriers: Senior + Positive

Model the behaviours you want repeated

Set the standard for others to follow

Build trust, alignment, and engagement

Create psychological safety and purpose

Act as multipliers of positive energy

Amplify good practices throughout the organization



## Toxic Influencers: Senior + Negative

Set a damaging precedent

Create permission for others to follow negative patterns

Drive disengagement and fear

Reduce psychological safety and innovation

Undermine everything from retention to results

Impact extends far beyond immediate interactions



# **Emerging Stars: Junior + Positive**

Lift team morale

Bring fresh energy and optimism to the workplace

**Show initiative and ownership** 

Demonstrate potential for greater responsibility

Reflect the future of your culture

Represent what your organisation can become



# Disruptive Drifters: Junior + Negative

Drain team energy

Create small but persistent productivity losses

Create friction and inconsistency

Disrupt workflows and team dynamics

Often ignored — until it's too late

Small issues compound over time without intervention



#### The Contagion Effect of Behaviour



#### **Positive behaviour is contagious**

Good practices spread when recognized and rewarded



#### Negative behaviour is too

Problematic patterns multiply when left unchecked

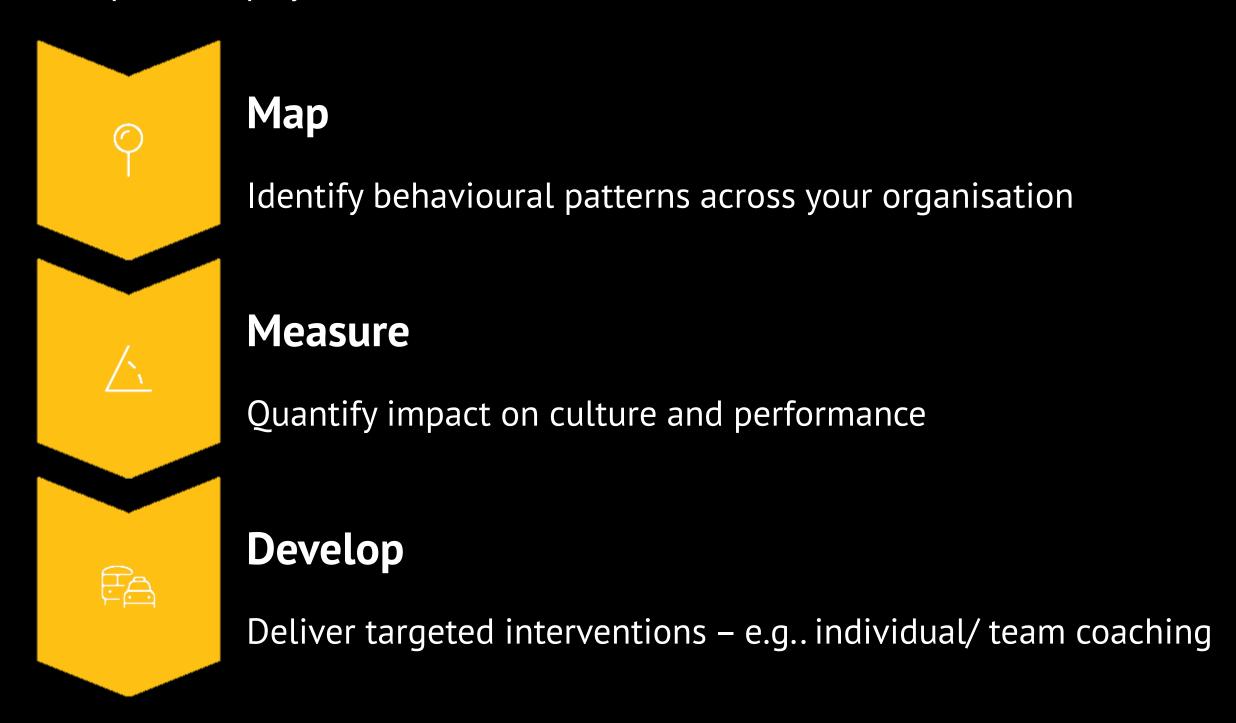
The more senior the role, the louder the footprint.

With Entrepleio, you move from anecdote to evidence, creating behaviour-led cultures by design.



## From Insight to Action

#### Entrepleio helps you:



Transform your understanding of behaviour into a strategic advantage.



# Shape Your High-Performance Culture

Want to map your team's behaviour and build a culture where everyone thrives?

We help you calibrate, measure and coach behaviour at scale.

Let's talk: Visit <a href="entrepleio.com">entrepleio.com</a> to get started

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