



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.

Workplace Behaviour



The Behaviour Impact Matrix

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

Behaviour Positive or Negative actions and communication	Positive		
	Negative		
		Junior	Senior
		Seniority Position within the organisation	



The Behavioural Impact Matrix

3

Emerging Stars

Junior + Positive

1

Culture Carriers

Senior + Positive

4

Disruptive Drifters

Junior + Negative

2

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:



Map

Identify behavioural patterns across your organisation



Measure

Quantify impact on culture and performance



Develop

Deliver targeted interventions – e.g.. individual/ team coaching

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 entrepleio.com to get started

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