

Behaviour Modification at Work: Psychological Perspectives

Do you have great resistance to change in the organisation?

Trying to organise change program but fail?

Your organisation is ready for the industrial revolution, but how can I change my colleagues behavioural to ready themselves to face the challenges?

Introduction

Since the Industrial Revolution, human societies have experienced high and sustained rates of economic growth. Recent explanations of this sudden and massive change in economic history have held that modern growth results from an acceleration of innovation. Behaviour modification has been shown to improve job performance, promote safe behaviours, reduce accidents, improve customer service, and assist employees in identifying and improving on a range of more functional behaviours in the workplace. However, it is always a great challenge for the professional to perform a behavioural change in the workplace. This training helps participants to organise behaviour modification process systematically through a psychological approach. By understanding human change, the change strategies would be successful.

Program Objectives

This program aims to:

- Expose participants with basic principles of behaviour change
- Describe behaviour modification procedures
- Train candidate to apply the psychological strategies for organisation change

Learning Outcomes

After completing this program, participants should be able to:

- Apply psychological concept in employee behaviour modification
- Create programs that encourage employee behaviour modification

Who should attend?

First-line management, middle management, senior management and anyone who wishes to acquire in-depth knowledge on organisation psychology

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>The Needs of Behaviour Modification</p> <p>With the industrial revolution, there is a need to tune the mindset and the behaviour to adapt to the new business environment. Hence, this module shares the introduction to behaviour modification. Participants would learn the skills of observing and recording behaviour.</p>
10.30am-11.00am	<p>Break and Networking</p>
11.00am-1.00pm	<p>Principle of Behavioural Modification</p> <p>The participants would learn various methods to create behavioural modification at the workplace. These methods include reinforcement, extinction, punishment, stimulus control including discrimination and generalisation, respondent conditioning, transferring of stimulus control and chaining.</p>
1.00pm-2.00pm	<p>Lunch Break and Networking</p>
2.00pm-3.30pm	<p>Behavioural Skills Training Procedures</p> <p>In this module, the participants would start to have a practical session to apply extinction in the behavioural modification process. The participants would learn how to identify problem behaviour through functional assessment</p>
3.30pm-4.00pm	<p>Break and Networking</p>
4.00pm-5.00pm	<p>Reinforcement as Behavioural Skills Modification</p> <p>The participants would apply differential reinforcement as the methodology for behavioural change. In addition, the participants would learn the antecedent control procedures to enhance behavioural modification process.</p>

Time	Day Two
9.00am– 10.30am	<p>Application of Punishment in Behavioural Modification</p> <p>The participants would learn positive punishment to create new behaviour. The right procedure and contingency plan to apply punishment as behavioural are shared in this module. Since punishment could be negatively perceived, the module takes consideration of ethics in applying this technique.</p>
10.30am-11.00am	Break and Networking
11.00am-1.00pm	<p>Sustainability Behaviour</p> <p>This module aims to promote generation. Hence, the participants would learn self-management methodology to assist in behavioural modification.</p>
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	<p>Habitual as Sustainable Behavioural Modification Goal</p> <p>In this module, the participants would learn the habit reversal procedures and the token economy to create habitual action among employees.</p>
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	<p>Behavioural Contracts as Behavioural Enhancer</p> <p>Change always creates fear. This module helps participants to handle the negative emotion during change - the fear and anxiety. The participants would learn the fear and anxiety reduction procedures. In addition, the participants learn cognitive behaviour modification method to ensure the behavioural modification process successfully.</p>