

# Behavior Driven Change 0.9

## examples



One of the most powerful ways to create a personal or organizational sense of urgency is to create a near term goal. Creating a series of Near term wins.

Goals should be **constrained**. In other words, what areas should not be impacted as you or the organization seek to meet your goals?

These goals should be **achievable** but aggressive.

Rather than jumping to solutions, it's important to understand what the organizational/personal blockers to achieving the goals are.

For the most part, these initial behavior stories are the starting point to uncovering the real behavioral issues.

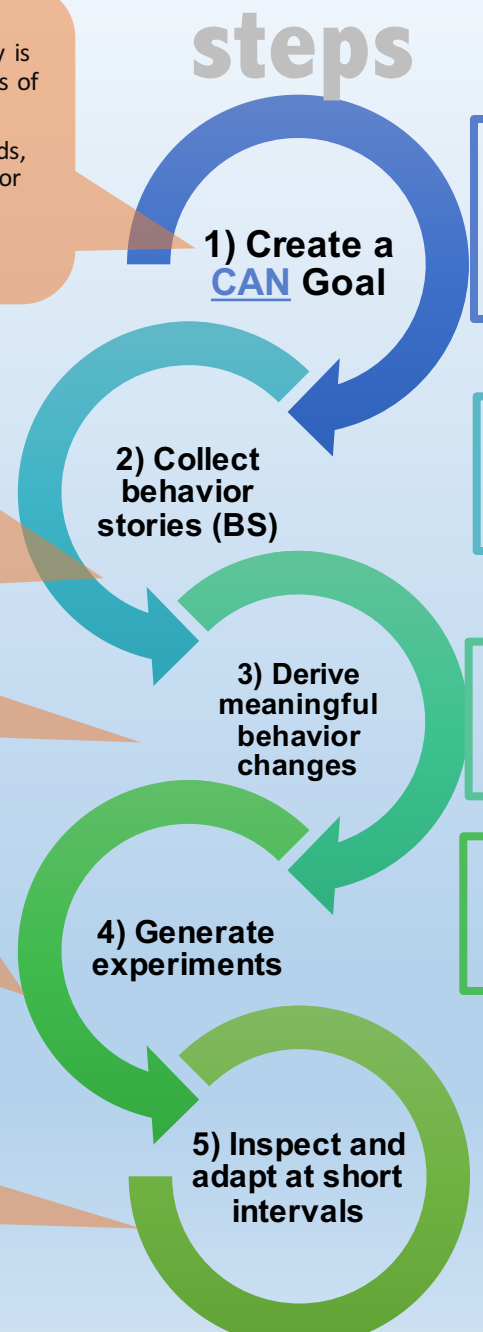
What is the key behavior that needs to change to enable the goal to happen? Use the 5 whys technique on the highest ranked BS to arrive at this.

Generate experiments that enable the desired behavior change.

Experiments are generally classified into two types:

- 1) One time activity
- 2) On going activity

Did the experiments have the desired effect? Did it stick? If yes, keep them, if no, inspect and adapt.



## template

**[The goal]**  
from **[x]** to **[y]**  
in the next **6 - 12** months  
Without sacrificing **[A]**, **[B]** or **[C]**

In order to achieve **[GOAL]**  
the **[x TEAM]**  
stop **[BEHAVIOR]**

In order to achieve **[GOAL]**  
Stop/start **[BEHAVIOR]** **[IMPACT]**

**[Experiment]** [ impact **high** | **medium** | **low** ] [doable in a **month** or **less y** | **n**]

		impact	
effort	LOW	Do these	
	HIGH		

**[Reduce the release sprint]** from **[4 weeks]** to **[2 weeks]** by [December 2, 2015]  
Without sacrificing **[quality]** or **[Customer Service]**

- The [business/product team] [need to figure out what they want so they can stop changing their minds at the last minute and [pushing out the delivery]
- The managers should stop poking their nose into what we are doing at the last minute so we can get stuff done

- The [development team] [need to stop and fix immediately]
- The [teams] [need to stop testing aged tests]

- [Eliminate/automate workshop]
- [pair programming]

**[Publish book]** by [December 31, 2015]  
Without sacrificing **[work]** or **[family]**

- **[Ahmad] [has to stop binge watching Netflix when he should be working]**
- **[Ahmad][has to stop over sleeping]**
- **[Ahmad][should stop surfing the web on his laptop]**

**[In order to write the book][Ahmad] [has to write a small consistent amount every day] []**

- **[two pomodoros every day during the morning commute] [high,y]**
- **[Hire a ghost writer] [medium,y]**