HABIT MASTERY CONSULTING PRESENTS...

BUT I DON'T WANNA

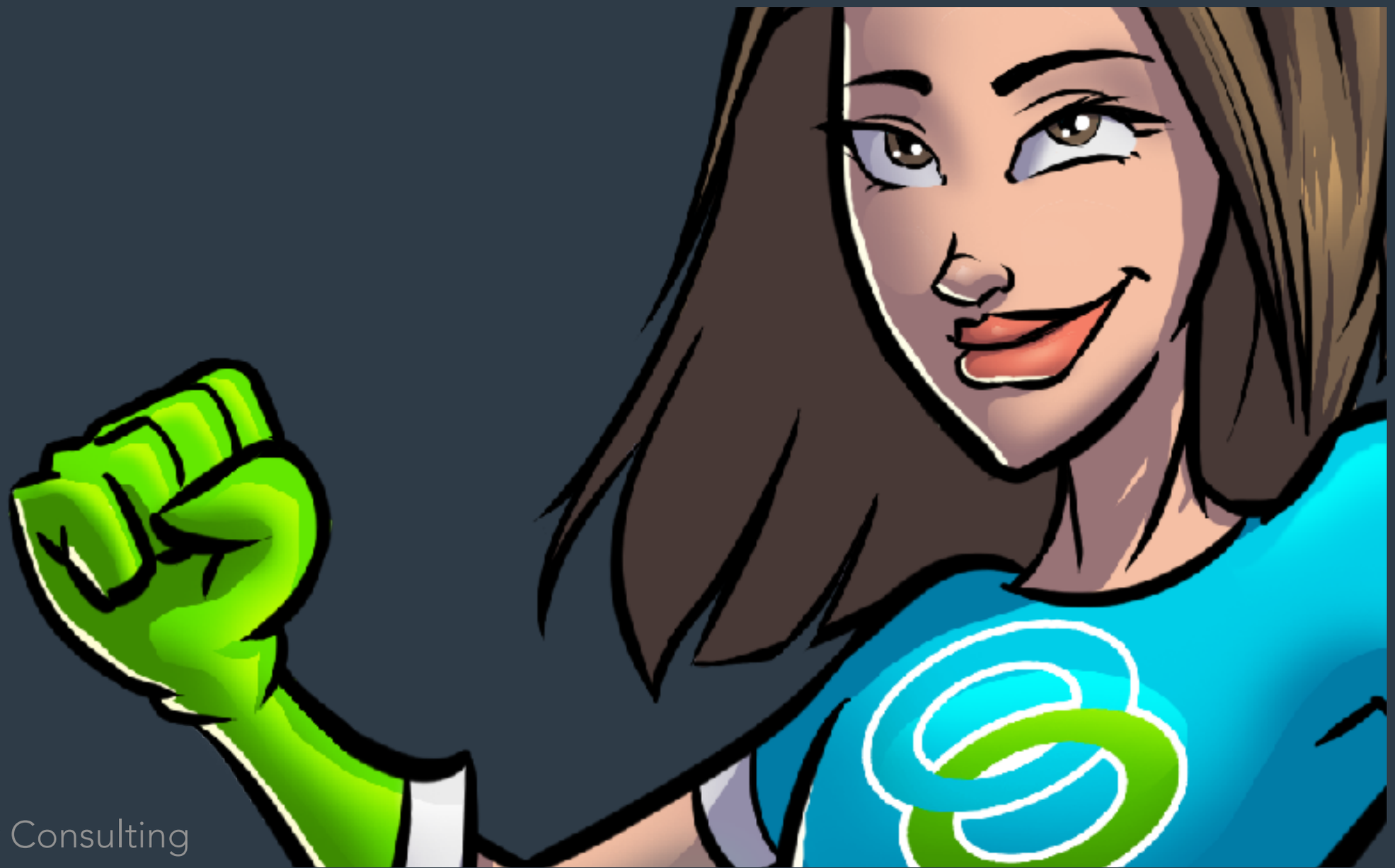


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Sharon Lipinski

CEO AND HABIT SUPERHERO

HABIT MASTERY CONSULTING



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HTTPS://WWW.INDUSTRYWEEK.COM/COVID19/ARTICLE/21130294/50-OF-US-EMPLOYEES-WORRY-ABOUT-

1,000 EMPLOYEES SAID

- 54% say they are worried about exposure to COVID-19 at their job

- Most employees (71%) say their employers will be prepared to safely bring employees back to the workplace.

  - Masks, gloves, and hand sanitizer (58%)
  - Employees with symptoms stay home (55%)
  - Making COVID-19 tests available (53%)

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WATCH OUT FOR...

LANDMINES AHEAD

- McDonald's employees on strike: https://www.foxbusiness.com/markets/mcdonalds-workers-plan-strike-over-coronavirus-protections

- The Utility Workers Union of America part of OSHA lawsuit: https://www.eenews.net/stories/1063191347.

- 19 coronavirus clusters in the Austin construction industry: https://www.kvue.com/article/news/investigations/defenders/austin-coronavirus-construction-worker-concerns-spike-clusters/

- Just days after reopening, Ford shut down two separate factories because employees tested positive .https://www.freep.com/story/money/cars/ford/2020/05/20/uaw-ford-workers-test-positive-coronavirus-shut-down-chicago-assembly-explorer-lincoln-aviator/5228283002/

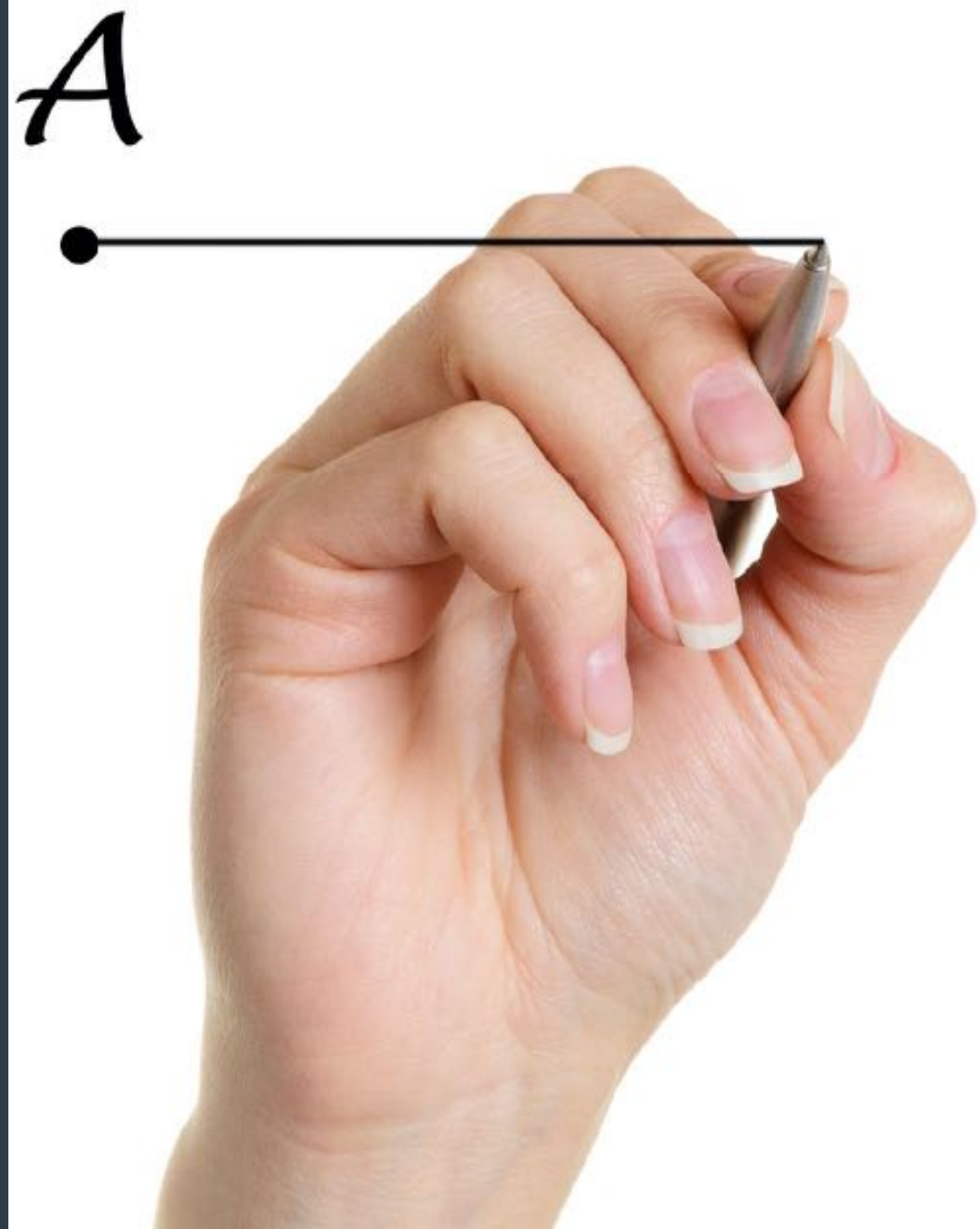
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BUT I DON'T WANNA...

WHAT WE'LL COVER

- 6 Reasons Employees Ignore or Push Back
- 3 Things That Make It Worse
- 5 Steps for Better Influence

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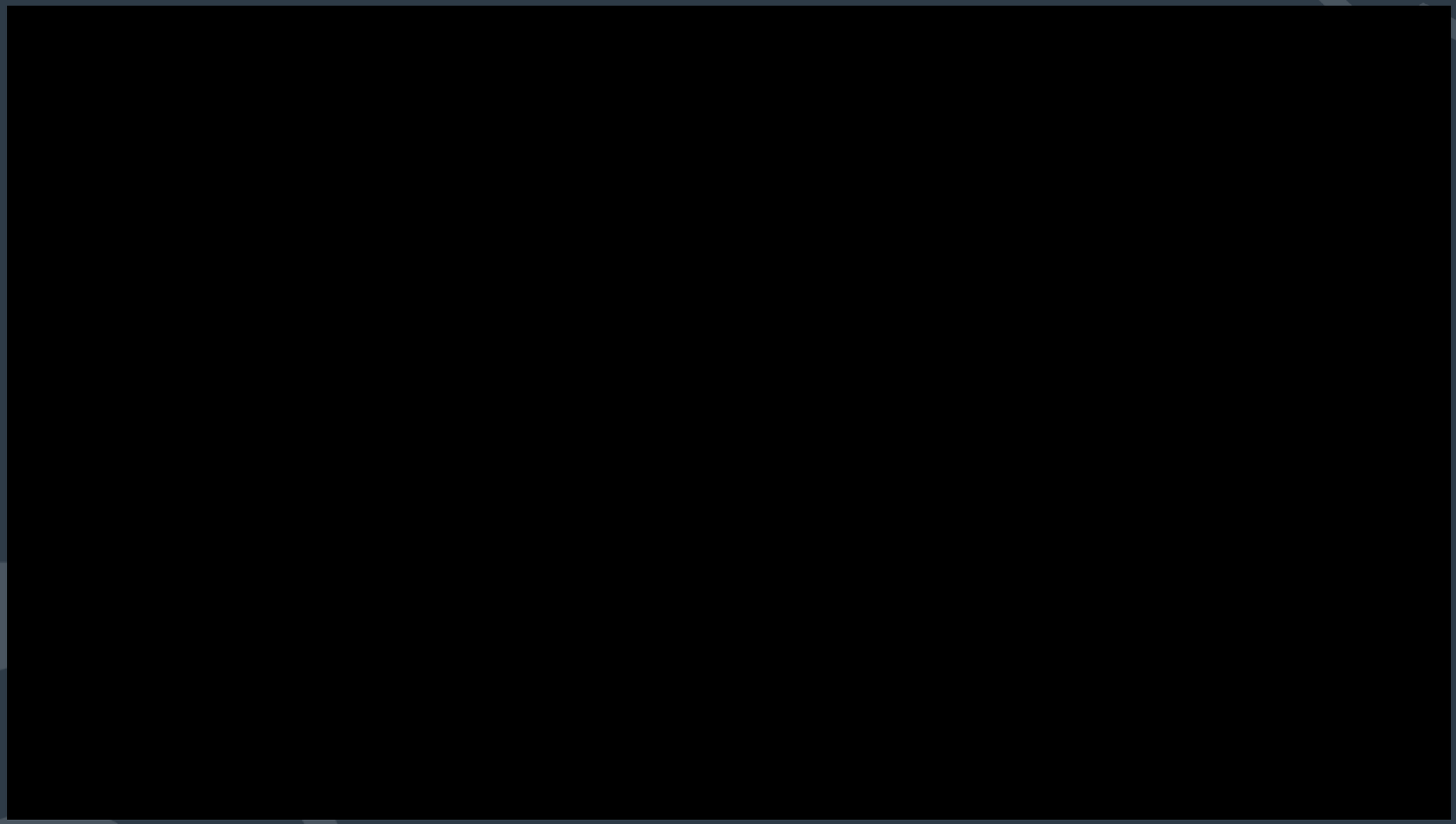


WHAT PERCENTAGE OF YOUR EMPLOYEES ARE NOT FOLLOWING YOUR CORONAVIRUS PREVENTION PROCEDURES?

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EMPLOYEES MIGHT BE...

UNINFORMED



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EMPLOYEES MIGHT BE

CONFUSED

- Hesitation
- Inconsistency
- Conflicting Actions



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"I DID THEN WHAT I KNEW HOW TO DO. NOW THAT I KNOW BETTER, I DO BETTER."

MAYA ANGELOU

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EMPLOYEES MIGHT FEEL

INVINCIBLE

Risk Calculations

- Past Experiences
- Other People
- News/Pundits
- Financial
- Quarantine Fatigue
- Personal Vulnerability



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EMPLOYEES MIGHT

KNOW MORE THAN YOU

- Better Informed
- Real Sources
- Can’t Be Disproved



EMPLOYEES MIGHT BE

TRIBAL

Us Vs Them

- We Do
- We Believe
- Therefore, I Do and Believe

EMPLOYEES MIGHT BE

REBELLING

Don’t tell me what to do



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EMPLOYEES MIGHT BE

WHICH ARE YOU SEEING?

- Uninformed
- Confused
- Invincible
- Know It All
- Tribe Member
- Rebel

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ARE YOU MAKING IT WORSE?

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LEADING WITH YOUR VISION

AUTHORITATIVE

- Just do it
- Why are we still talking about this?
- Because it’s the new guideline
- Management says we have to

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LEADING WITH YOUR VISION

DISMISSIVE

- Shut up
- No one cares what you think
- Suck it up
- Stop whining
- That's a terrible idea
- I didn't realize you were an expert

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"LEADERS MUST EITHER INVEST A REASONABLE AMOUNT OF TIME ATTENDING TO FEARS AND FEELINGS, OR SQUANDER AN UNREASONABLE AMOUNT OF TIME TRYING TO MANAGE INEFFECTIVE AND UNPRODUCTIVE BEHAVIOR."

BRENÉ BROWN, DARE TO LEAD: BRAVE WORK. TOUGH CONVERSATIONS. WHOLE HEARTS.

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LEADING WITH YOUR VISION

INCONSISTENT

- Irregular timing
- Confusing, changing or contradictory
- Withholds important information
- Doesn’t address fears
- Shifts responsibility

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WHICH ARE YOU SEEING?

AUTHORITATIVE

DISMISSIVE

INCONSISTENT

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FOLLOW THESE 5 STEPS INSTEAD....

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DO THIS...

1. START WITH VALUES

- What we have in common
- What we care about
- What YOU care about
- Potential Consequences

WHAT EXISTING VALUES SUPPORT FACE MASKS?

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DO THIS...

2. TELL A BETTER STORY

- Stories are already being told
- You can't change minds without winning hearts
- Employees want your story

WHAT STORY ARE YOU TELLING?

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GET THE

BEHAVIOR ACCELERATOR CHECKLIST

DOWNLOAD AT

HTTPS://HABITMASTERYCONSULTING.COM/BEHAVIOR-ACCELERATOR-CHECKLIST/

OR EMAIL

SHARON@HABITMASTERYCONSULTING.COM

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DO THIS...

3. GENERATE OWNERSHIP

Create a Better Risk Calculation

- Given Our Goals
- Given What We Know
- Where
- When
- How



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WHAT IS FLEXIBLE? WHERE CAN YOU COLLABORATE?

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DO THIS...

4. SEEK FEEDBACK

- Surveys
- One on One
- Informal

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DO THIS...

5. PROVIDE FOLLOW UP

- Ready
- Set
- Go
- Steady



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DO THIS...

5. PROVIDE FOLLOW UP

- Behavior Challenges
- Learning Snacks
- Communication



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Thank You!

HELPING EMPLOYEES ADOPT CRITICAL BEHAVIORS FAST & MAKING THEM STICK

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