

SODAK

+ You

How this should work

Behavioural Science for Business

HOW THIS SHOULD WORK



This Process.

This book is part of a process that has been specifically designed for you to help you achieve behavioural change in whatever you choose.

Each book, the selection of materials inside, and the content of our discussions is designed to achieve the specific objectives you have asked us to meet.

To get the best out of this, we ask that as well as attending the discussion sessions, you read the books, search some of the links, watch the simple online content and take part in the suggested exercises.

The more you put in the more you will get out of this experience. Behavioural science is a compelling and interesting subject and we've tried to make this process as straightforward as possible but it still requires some effort and time.

This is much more than a training course; it is education, practice and application. We want this to be an experience and something that will stay with you, be of ongoing use and help with both work and personal life. Most of all we want this to be enjoyable.

This experience will be lead by you. We have prepared a lot already, but your contribution, feedback and questions will inform the rest of the content. The next book we'll give you has not been printed yet. We don't entirely know what it will look like. It is about two thirds written; the other third will come from you.

This is exciting for us, and we hope that it will be for you too.

WARNING:

Some things we'll talk about will be controversial. Some of the things we will ask you to consider might go against your current company policies and current thinking.

We ask that you consider everything and try to keep an open mind. We ask you to listen to others, your peers and colleagues and ask, "what if?" "why?" and "why not?"

For things to be different, they have to feel different. If something feels uncomfortable, we know from our experience that we are pushing boundaries. If it all feels the same then nothing will change.

This will take time and effort but it will be worth it. You'll have to try new behaviours. Some of these behaviours will be easy, some not so. Even though some behaviours appear really easy a few of you won't do them. This is all part of the learning experience. Never underestimate how hard it is to do a new behaviour.

We will talk a lot about creating an environment that supports the right behaviours; that environment starts here. Please support each other, please provide each other with prompts to do the homework (yes, homework).

Take these concepts home. Conversations away from the group will make it more likely that you get the best out of the short time that we have together.



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