Masterclass

Getting People from Knowing to Doing

Description

Organizational change initiatives and public health campaigns often fail or produce unsustainable results. Intensive training and knowledge sharing do not necessarily lead to the expected behavioral outcomes. Is there a gap between what people know and what they do? Yes, there is a huge gap. This work provides effective ways to understand and close this gap, including the Knowledge-Behavior Gap (KBG) model with four constructs: knowledge, acceptance, intention, and behavior. The KBG model provides a more consistent way to measure and predict the success of the intended organizational and societal change. It is very helpful in facilitating desired transformations toward individual and collective hyper-performance.

Takeaways

- KBG model
- Advanced skills in knowledge adoption and integration.
- Capacity to make others do their work more efficiently.
- Mastering a hyper-impact on human performance.
- Exercising behavioral psychology and design.
- Confident and profitable decision-making.
- Ability to design efficient communication strategies.
- Certificate of excellence.

Participants

- Executive Leaders
- Chief Performance Officers
- Human Capital Advisors
- Business Growth Consultants
- Process Improvement Specialists
- Organizational Change Activists
- Corporate Social Engineers
- Change Makers
- Profit Consultants

Content

	Day 1	Day 2
08:30	Human Nature Teamwork: Discovering Resistance Evolutionary Perspective on Shortcuts	Man-Machine Symbiosis Socially Influencing Systems Teamwork: Design Technology Driven Solutions
10:00	Break	
10:30	Knowledge-Behavior Gap (KBG) Model Teamwork: Typical Organizational Motivators Overcoming Societal Paradigms	Artificial Intelligence Instant Feedback Loops Teamwork: Upgrading Solutions
12:00	Lunch	
13:00	Neuroplasticity and NLP Hyper-Power with Social Influence Teamwork: Team Challenges	Dark Side of Human Nature Overcoming Ethical Concerns Teamwork: Finalizing Solutions
14:30	Break	
15:00	Habit Formation Guiding through the KBG model Teamwork: Applications of the KGB model	Teams: Presenting Solutions Reflections and Feedback Next Steps
16:30	End	