

A Scientific Approach to Management and Creating Measurable and Focused Change to Business

(Applied Behavior Analysis Science to Business)



A Scientific Approach to Managing Performance and Change



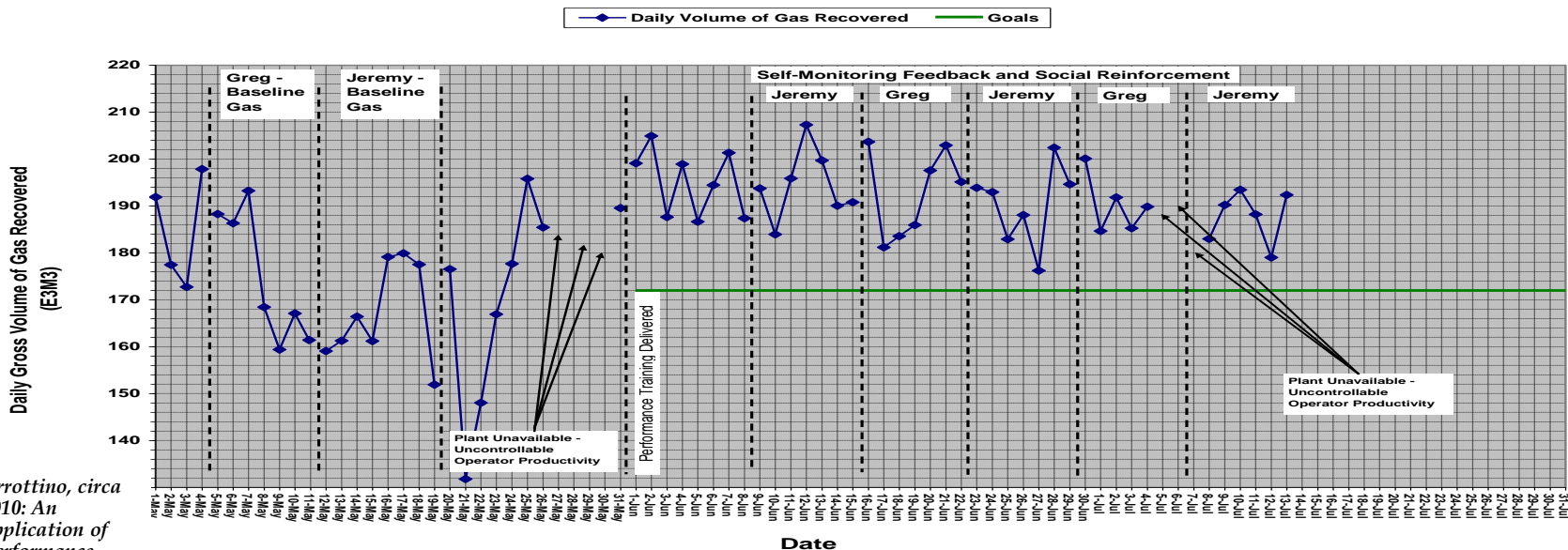


Change “Truths or Myths”?

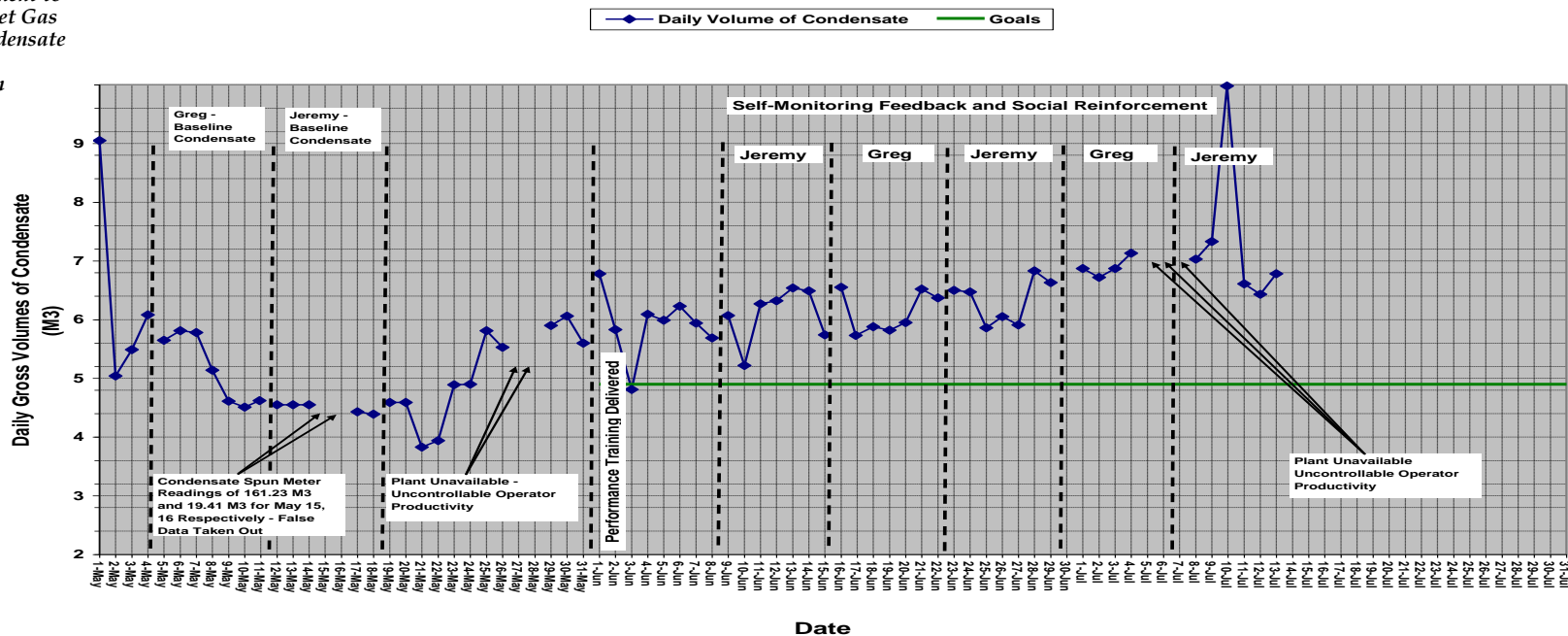
1. People have to “want” to Change?
2. You can’t Change someone “else”?
3. Change takes a long “time”?
4. Change is an “internal” process?
5. People “resist” Change?
6. A person needs to Change his/her “mind”?
7. Change can’t be “measured”?

Case Studies - Applying Feedback and R+ to a major Oil and Gas Producer

Saxon - Well Site Operator Productivity - Gas



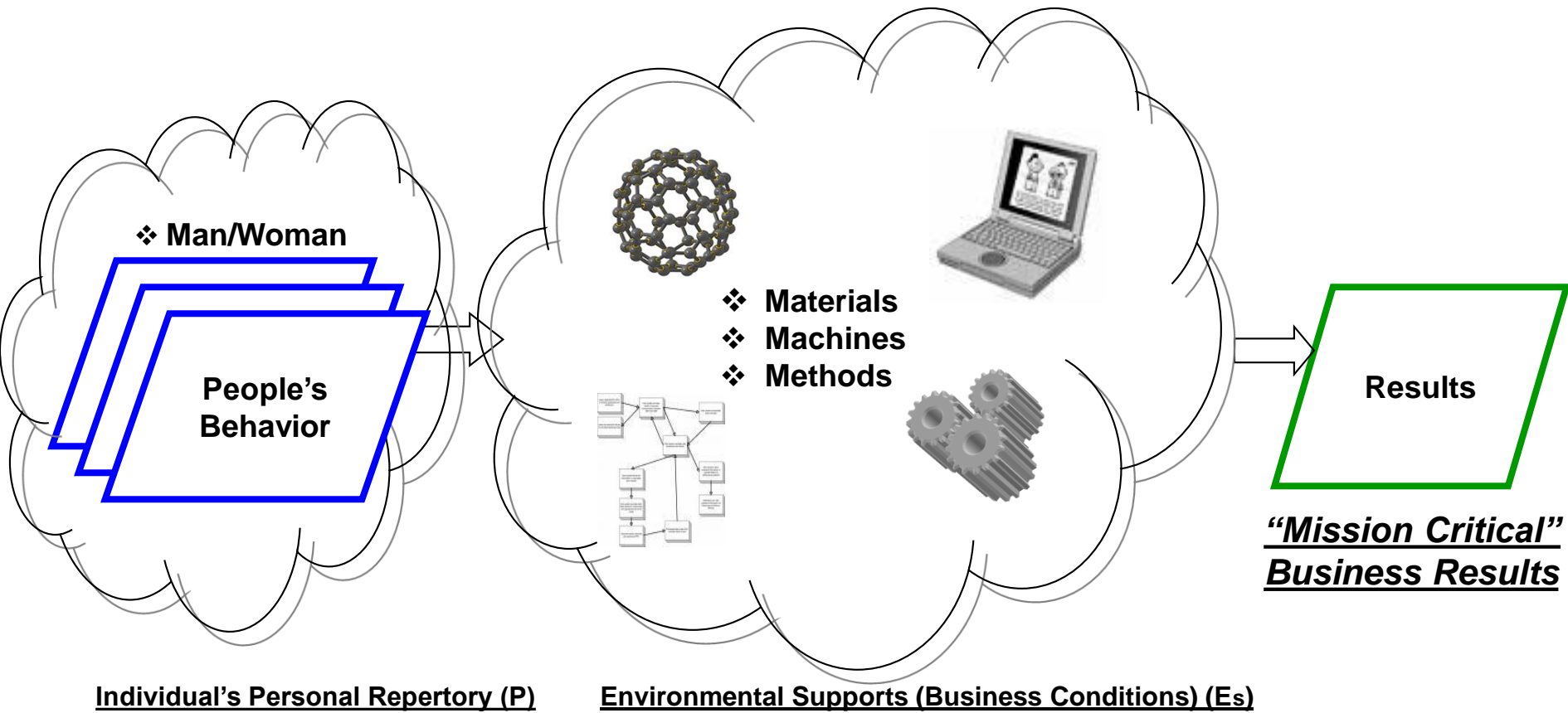
Saxon - Well Site Operator Productivity - Condensate



(Tony Parrottino, circa 2010: An application of Performance Engineering and Management to two Sweet Gas and Condensate Areas of Talisman Energy)

Business Performance Systems and Models

(Behavior, Technologies, Methods and Results in Business)



$$\text{Performance} = \underbrace{(\text{P (Personal Repertory)} * \text{Es (Environmental Supports)})}_{\text{Behavior}} \longrightarrow \text{Result}$$

Performance (Engineering and Change) Management

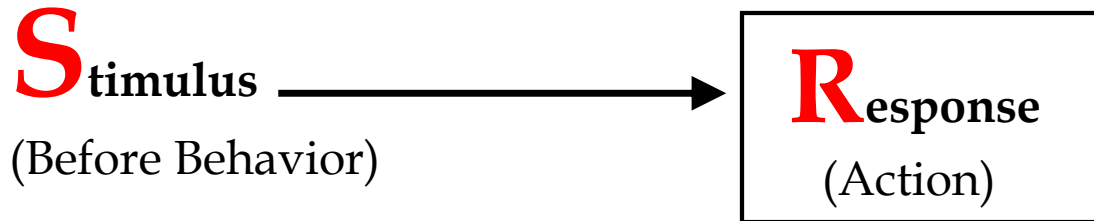
(*Applied Behavior Analysis Science to Business*)

“Systematic” and “Data-Oriented” Approach (“Scientific Management Process”)

1. **Pinpointing** – Techniques on precision in describing results and behaviors (in that order) that are *measurable, active, controllable, reliable, and observable*
2. **Measuring** – Techniques in objective *counting, precise judging, effective point systems* and human performance *score carding*
3. **Feedback** - Techniques in building *timely, graphical and effective information* systems for performance adjustments and information used for *effective goal-setting* (shaping levels of performance)
4. **Reinforcement** – Techniques in effective *finding, delivering, and scheduling* of Positive Reinforcement (R+) - consequences
5. **Evaluation** – Techniques for *noninvasive and objective* (e.g. multiple baseline designs) analyses/evaluation on business impacts of the human performance interventions/solutions

The Fundamentals of Respondent Behavior and Respondent Conditioning

(Stimulus-Response Model)

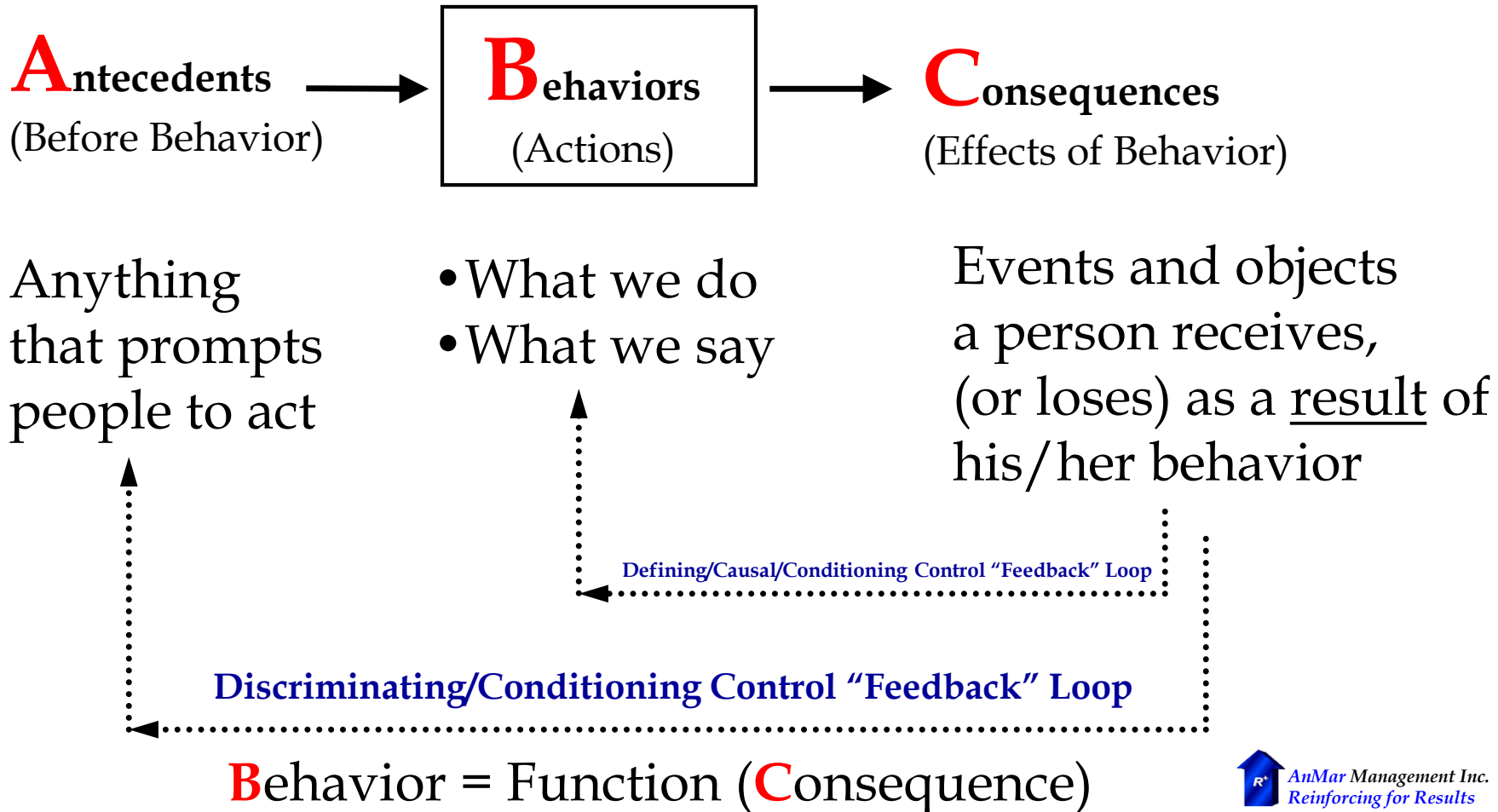


Sensory
“unconditioned”
stimuli
(see, taste,
touch, smell,
hear, etc.)

- What we “respond” to
 - Blink
 - Salivate
 - Gag
 - Sneeze
 - Flexion, etc.

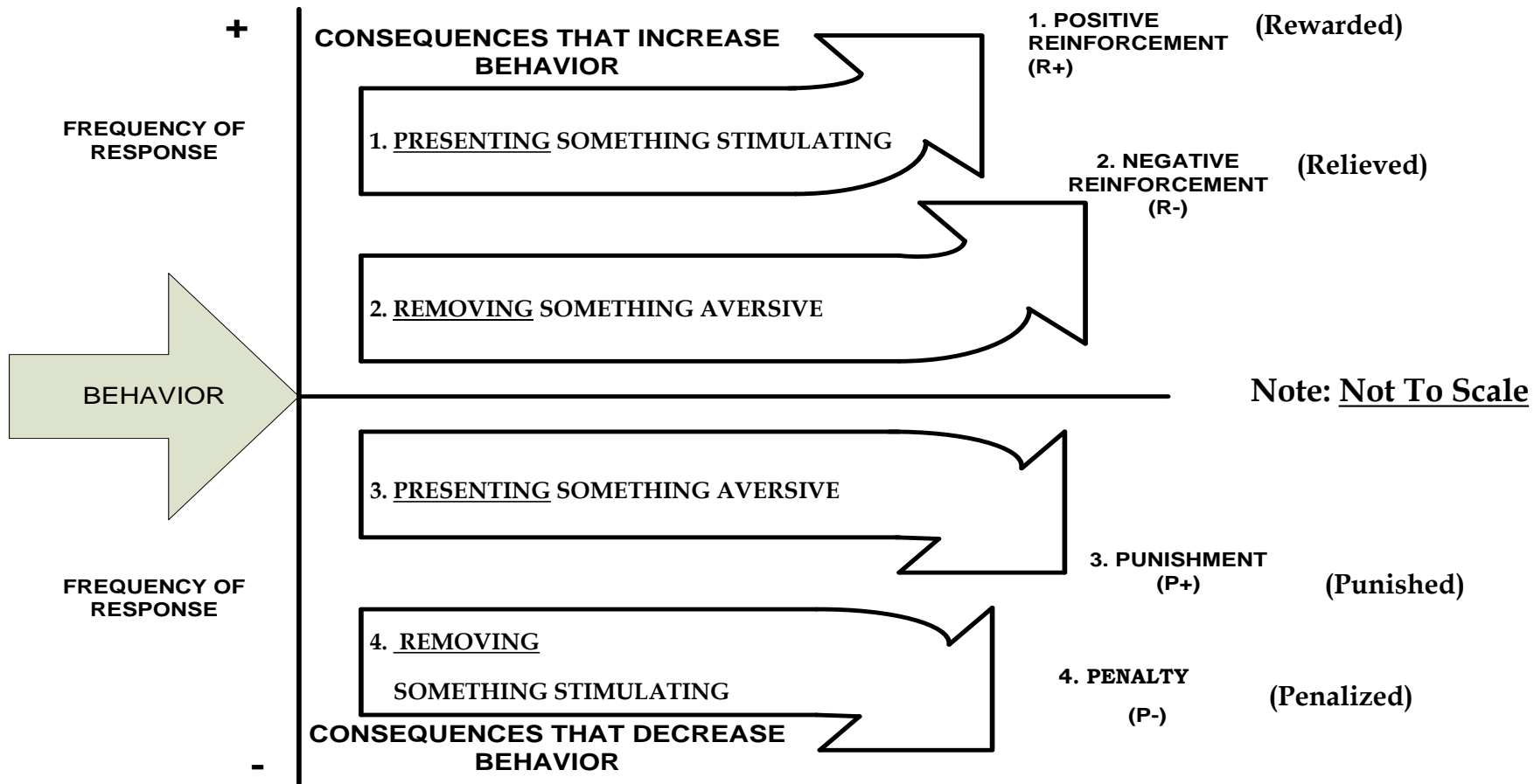
The Fundamentals of Operant Behavior and Operant Conditioning

(The **ABCs** -Three-term Contingency Model)



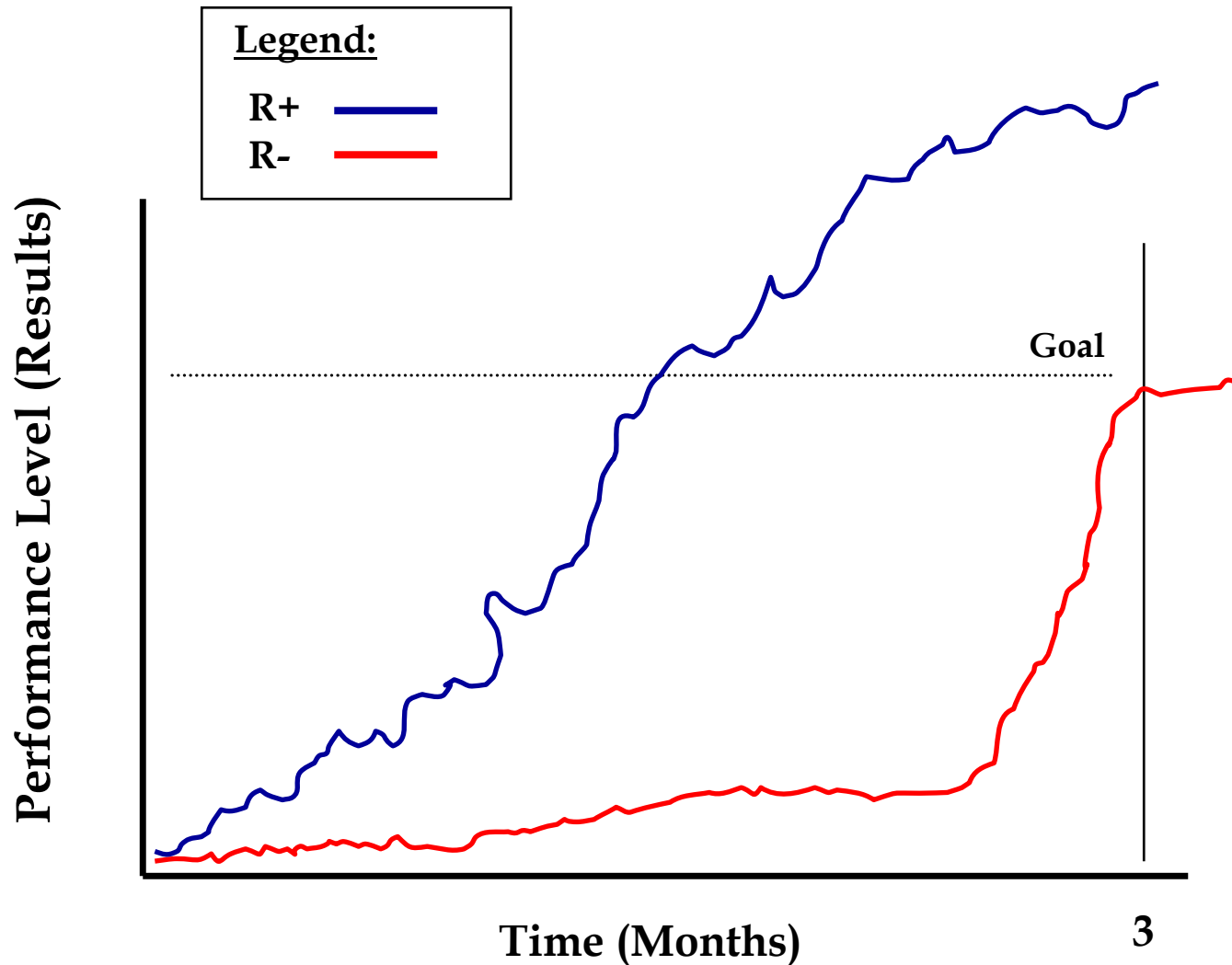
The Effects of Behavioral Consequences

(Predicting and Controlling Behavioral Probabilities/Frequencies)



EXTINCTION: WITHOLDING OF PREVIOUS REINFORCEMENT (Nothing Happens)

Performance - Comparing Positive to Negative Reinforcement Approaches (R+ to R-)





Traditional business, management, and behavioral control (Comparing R+ Versus R-)

“Payment of wages is an obvious advance over slavery, but the use of a standard wage as something which may be discontinued unless the employee works in a given manner is not to great an advance.”

B.F. Skinner

(“Science and Human Behavior” – page 388)