



Data Doesn't Create Change. What's Missing?

If employees in your organization were asked the following questions, how would they respond?

- *Do leaders here clarify what specific behaviors need to change?*
- *Are the right people involved in designing how changes will work?*
- *Do leaders here use creativity instead of quick fixes to solve problems?*
- *Do leaders here remove barriers and add help to make behavior change easier?*
- *Are people given time and support to learn from early mistakes?*
- *Is the change process adjusted in response to employee feedback?*

Most organizations struggle to answer “yes” consistently.

Most organizations have the data. Very few have a repeatable way to turn data into sustained behavior change. Surveys collect feedback. Leaders review results. Teams discuss priorities. Action plans are created and tracked. And yet, a few months later, very little has actually changed.

What if the issue is not accountability, but how the change process is designed?

When change stalls, leaders push harder, demanding more urgency, more accountability. But pressure doesn't fix what isn't designed to work.

If these conditions are not in place – no matter how strong the intent – change efforts often stall.



Infectious Change Design™

Designing Change that Spreads

Most change methodologies provide structure for planning, communication, and accountability.

Infectious Change Design complements those approaches by focusing on what they often miss: how to translate organizational priorities into behavior change that spreads across teams and builds capabilities for future changes.

This approach can be applied to a specific priority area to quickly identify what's getting in the way—and what to do differently.

Modern-Day Science Applied

- **Complements** ADKAR/Kotter by focusing on behavior change
- **Transforms** priorities into behaviors that spread
- **Builds** change capability—not just execution

Let's walk through these questions together and identify where your current approach is strongest and where it's likely to break down.

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