

# CULTURE SHIFT IN 3 PHASES



## Phase 1 - Awareness

People understand what needs to change, why it matters, and how it affects them.



## Phase 2 - Capability

People have the tools, skills, scripts, and support needed to behave differently.



## Phase 3 - Reinforcement

New behaviors are rewarded, measured, recognized, and repeated.



 [www.thegluttonoussloth.com](http://www.thegluttonoussloth.com)

**Curious how this applies to your situation?**

**Book a free, no-obligation Discovery Call.**

We'll look at what you're dealing with, explore whether one of these tools fits - and see if it makes sense to go further. No pitch. No pressure.



**Book your free Discovery Call**