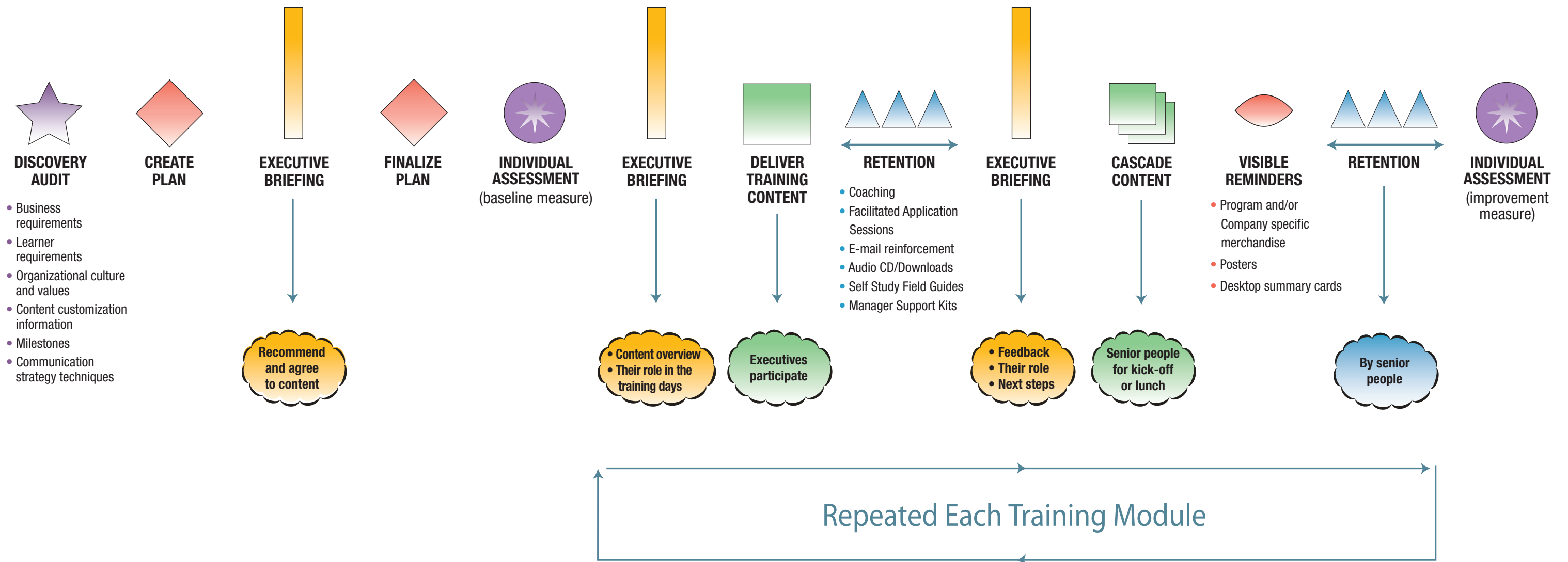


# Eagle's Flight™ Behavior Change Cycle™



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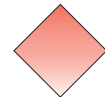
## 1. Discovery Audit

### Determine:

- business requirements
- learner requirements
- content customization information
- milestone/measurement/communication strategy

### We use:

- customized surveys
- focus groups
- one on one interviews
- literature review
- ride alongs



## 2. Create the Plan

The data from the discovery audit allows us to create a training and retention plan specific to your company. It includes:

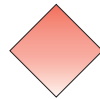
- Correct content
- The appropriate experiential activities
- Clearly defined behavior and business outcomes
- The appropriate amount of executive and senior leader involvement:
  - in design/briefing
  - in participation
  - in delivery
- The appropriate measurements and assessments, including:
  - style
  - timing
  - frequency
  - paper or web based
  - 180 or 360 degree feedback
- The appropriate retention:
  - length
  - frequency
  - format
- The appropriate process of cascading to the next levels
  - timing
  - audience
- Contingency plans
- Communication plans
- Budget requirements



## 3. Executive/Senior Leadership Briefing

We interact with the leadership team members to ensure:

- they have input into the plan and it has their full support
- confirmation of Internal Champions
  - design and development
  - communications
  - executive sponsor



## 4. Finalize the Plan

Eagle's Flight incorporates the Executive/Senior Leaders' input into the plan and gets final sign off before launch.



## 5. Measurement

- Execute Pre Training Measurement
- individual baseline measure
  - business measurement



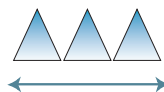
## 6. Executive Briefing

- Eagle's Flight reports on group measurement results, business metrics results, and how these results do or do not influence the content or delivery of Module One training
- Content overview and their role in the training days
- They are briefed on the content of the first module and fully understand the role that they play in the training



## 7. Train Content of Module One to Senior Leaders

Executives/Senior Leadership, or designated audience, participate with Senior Managers.



## 8. Execute Retention

- Four to eight weeks after the training of Module One, the retention process begins to ensure:
- content is understood
  - content is being applied
  - barriers are identified
  - projects or commitments assigned at Module One are being executed



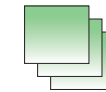
## 9. Executive Briefing

Executive/Senior Leaders are briefed on retention session findings and on the upcoming cascade of the Module One to the next levels.

- The retention findings can include:
  - level of content understanding
  - level of application
  - barriers requiring Executive involvement – What – How
  - people requiring Executive "Nudge"
  - progress on Module One projects and individual commitment

b. Executive briefing on Module One cascade:

- Executive role to introduce the program
- handling Q & A
- coaching and scripts provided if required
- training of Leaders on content if they are involved in the training



## 10. Cascade Content

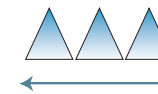
Content is cascaded to next levels. Executives/Senior Leaders are prepared if they are to be involved.



## 11. Visible Reminders

These augment retention and training transfer:

- posters
- desktop/computer summary and reminders
- company specific memory joggers



## 12. Retention

Retention to next levels for Module One. We ultimately want to transfer leadership skills into the organization, so, ideally, organizational leaders execute the retention process at this level. This focuses on:

- content being understood
- content being applied
- identifying barriers
- execution of projects or commitments assigned at Module One



## 13. Measurement

Execute Post Training Measurement

- individual improvement measure
- business measurement