

# Actionable Conversations

## The Science of Habits Turns Individual Learning Into Organization-Wide Change



Since the launch of our Conversations Platform in Sept 2016, individuals have used the Platform to commit to **more than 3,000 behavior changes in their work.**



A social enterprise added Actionable Conversations to their year-long, multidisciplinary training program and **concluded their year with the highest revenue in the organization's history**, a 42% increase in new business, a 12% decrease in client attrition, a 90% retention rate of their clients, and at least a 20% increase in delivery of core services.



Participants who selected an Accountability Buddy to support their commitment checked into the platform to report their progress **52% more often than those without a buddy.**



[The Deloitte Human Capital Trends Report](#) for 2017 revealed that nearly all surveyed companies (94 percent) report that “agility and collaboration” are critical to their organization’s success, yet **only 6 percent say that they are “highly agile today.”**



In just a year, individuals committed to creating lasting behavior change have **checked-in to the Platform over 13,000 times (and counting).**

In 2009, Actionable began to look at how teams could use learning to create the kind of meaningful behavior change that doesn’t typically happen with classroom training or eLearning. For the past five years, we’ve been working with teams in organizations of all sizes to provide group-based Conversations that ensure what’s learned is integrated into work through small, daily behavior change in individuals, and builds the momentum that creates organization-wide change and supports strategic outcomes.

Our **Conversation - Action - Insight** model creates the opportunity for individuals to apply their learning by building behavior change into their day-to-day work. Here’s how it works:

### Conversation

*From one “Big Idea” to embedded, dynamic team learning*

Our one-hour learning modules introduce new concepts through group conversations, led by a team member or a leader in the organization. The learning can reinforce specific concepts from your onsite work, bring attention to key elements of a new strategic plan, or introduce a new model, language, or concept that would benefit the organization.

Our Conversation modules, using Appreciative Inquiry design principles, take one “Big Idea” or concept, and break it down into questions that are discussed as a group, working towards identifying how each individual will integrate the concept into their own work activities.

### Action

*Built-in Accountability and Behavior Tracking*

At the end of every Conversation, each team member uses Actionable’s Commitment Engine to identify one small habit or behavior change that they commit to working on for 30 days to integrate the learning into their work. Research suggests it takes anywhere from **18 to 254** days to form a habit—we believe that 30 days of daily practice, with manager and peer support, will build the foundation required to make the change stick. Our habits can have a profound effect on our lives—**up to 45% of our actions** each day are habitual. Investing in good habits can feel difficult, yet the potential return on investment makes the temporary discomfort and effort worth it.

Our Commitment Engine asks each participant, via text or email, to “check in” and rate their progress towards creating their new habit, and also serves as a reminder to help keep them on track for meeting their goals. They can also choose a Buddy, whether inside or outside their team, to help keep them on track.

Think of Actionable’s Conversations platform as the FitBit for organizational learning.

This dynamic approach to behavior change means that unlike eLearning or other information-only learning approaches, the concepts are integrated directly into work activities. On a collective level, this translates into powerful levels of team-based and organization-wide change.

### Insight

*Uncovering Hidden Signals of Organizational Change*

The final step in our methodology is connecting the dots across the organization, to monitor and measure the levels of learning and behavior change, all towards achieving defined program outcomes.

Leaders are always looking to access the hidden signals that highlight whether new behaviors are being implemented, and whether change is actually moving into the work of teams. Aggregated reporting of Conversation outcomes, behavior change defined, levels of engagement towards achieving defined goals—all of this can be tracked and measured through Conversation and Team Activity Reports.

Organizations interested in Organization Network Analysis (ONA) can also use our Activity Reports to identify leaders who have greater success in influencing and driving behavior change within their teams, as well as which individuals (at any level) are seen as trusted sources of mentoring and support.

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**Your clients hire you because they are looking for change.** Whether you’re tasked with creating and implementing a strategic plan, doing executive coaching and leadership development, or delivering an on-site training event—the Actionable Methodology provides a potently simple and effective framework for sustaining behavior change after your engagement.



Conversation Participants rate their experience highly—with an **average Conversation rating of 5.26 out of 6.**

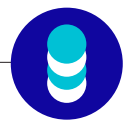


"Change brings with it uncertainty, and uncertainty triggers fear. As leaders learn to reduce fear and increase trust within their organizations, they lay the foundation for higher level conversations, where **opportunities for greater innovation, collaboration, and success are revealed.**"

[Conversational Intelligence](#), page 154



[BJ Fogg's Behavior Model](#) identifies 3 components required to persuade individuals to perform behaviors—**motivation, ability, and triggers.** Our platform incorporates all 3 elements to encourage sustainable behavior change.



Of clients who purchase and use credits on our platform, **92% come back and buy again.** That’s the power of great conversations.