

# Behavioural framework design

*'YakTrak understands the psychological aspects of performance and improvements. They understand how people think, operate, and perform and they understand how to influence human behaviour; this really underpins their whole system. They are focused on truly embedding a change into the culture of the organisation.'*

— David Ackland, Executive, Energy Australia

Micro-behavioural frameworks provide individuals clarity about what and how to do the actions that, when aligned, bring an organisational vision and strategy to life.

We interpret organisational objectives, vision, values, regulations and more into simple and easy-to-do behaviours.

**Our micro-behavioural framework can be used to:**

- communicate why change is needed
- plan what needs to be done and how to do it
- assess and track performance
- identify strengths and areas of improvement
- create development and coaching plans

## Process

- Articulate the vision, mission, values and strategy to be implemented
- Review current state behaviours and identify desired state behaviours
- Create clear intent statements for required competencies and/or skills
- Design critical micro-behaviours aligned to job roles

## WHAT THE NUMBERS SAY



**16,000**  
leadership conversations assessed and analysed, providing data and insight into what effective leadership conversations sound like

## Design principles

- We focus on the few micro-behaviours that have proven to shift performance
- We use simple and practical language
- We employ a human-centred approach, grounded in best-practice CX, and behavioural psychology
- Our frameworks are compliant by design, allow for capability assessment, performance diagnosis, and on-the-job development.

