IP BEST PRACTICES

Reward Behaviours

A best practice shared by Aga Sieradzka.

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Reward Behaviours

Behaviours make the culture — to make any change stick, all participants must exhibit desired behaviours, supported by clear incentives.

Key steps

First, acknowledge that values are subject to linguistic narratives and interpretations; proactively share examples and open dialogue around favourable and unfavourable behaviours.

Second, install a real-time reward program (supported by underlying operational processes) that recognises and rewards the favourable behaviours.

Finally, celebrate the efforts — on an ongoing basis — and monitor the progress.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



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