

The **II DO-IT** Process for Performance Improvement

The **II DO-IT** model is the process to target and provide positive consequences for those critical behaviours that align to the business goal. The process is continuous and involves six steps:

Identify the right people. It is much easier to encourage the right behaviours in the right people, rather than encourage the right behaviours in the wrong people.

Identify the business result. What is it you are wanting or attempting to achieve?

Define those critical behaviours that will have the most impact on the business result. Ask the question, "If this behaviour was changed, would you see a significant change in the business results?"

Observe and track those critical behaviours. What is the current level of performance, and how can you see if the performance is increasing or decreasing?

Intervene to improve performance. Intervening begins by understanding influences on current levels of performance as people don't perform as desired for many reasons. Once a solution is proposed it is important to encourage the defined critical performance. One of the best tools for doing so is providing feedback (both positive and guidance). Systematically providing feedback is the best way to create results.

Test and evaluate the impact of the process. Were the right behaviours selected for the business result? Were these behaviours encouraged? What were the successes and frustrations? How can things be improved? Finally, and very importantly, take time to celebrate the achievement of improved results.

