Changing Behavior

1) Reinforce and reward good behavior which, as it takes place, is inconsistent with, and blocks, the (bad) behavior that you hope will disappear....

2) Reinforce good behavior (role-modeling from senior people, performance reviews, etc.)

3) Punish bad behavior

4) "Name" what is good behavior and bad behavior

5) Ignore bad behavior (and good behavior)

6) Reward bad behavior

7) Alternately reward and punish bad behavior --- this will cast it in concrete forever