

Resource type: Project 13**Project 13 Blueprint – skills, behaviours and leadership**

Alongside the commercial principles it is essential that the capability is attracted, developed and retained within an enterprise to provide the underpinning leadership, behaviours and skills for success.

There are two aspects to ensuring the right skills, behaviours and leadership attributes required to support an enterprise.

1. Creating the right environment for the desired behaviours

There is a simple model that enables enterprises to consider and plan their approach to behavioural change. The figure overleaf provides a framework for considering and designing behavioural interventions. It is an adaptation of a Defra model and considers four general areas where interventions or levers will be effective: engage, exemplify, encourage and enable.

These can be considered at organisational, team and individual level. The model advocates a board based and balanced approach to behavioural change, with the general categorisation helping to identify both the opportunities for creating enablers of change as well as considering the barriers to change which may exist in any particular organisation.

