

# OPTIMIZE THE ENVIRONMENT

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## HOW TO CREATE A LEGENDARY WORKPLACE

*Awareness in Action*

A PUBLICATION OF



# Building a Legendary World

Table of Contents



OPTIMIZE THE ENVIRONMENT  
HOW TO CREATE A LEGENDARY WORKPLACE



*Awareness  
in Action*

*Beliefs  
in Action*

*Courage  
in Action*

1. Look for Bright Spots
2. Tweak the Environment - How to Create a Legendary Workplace
3. Find the Feeling
4. Take One Step
5. Grow Your People
6. Build Powerful Habits
7. Script the Moves
8. Point to the Destination
9. Rally the Herd

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# Optimizing the Environment

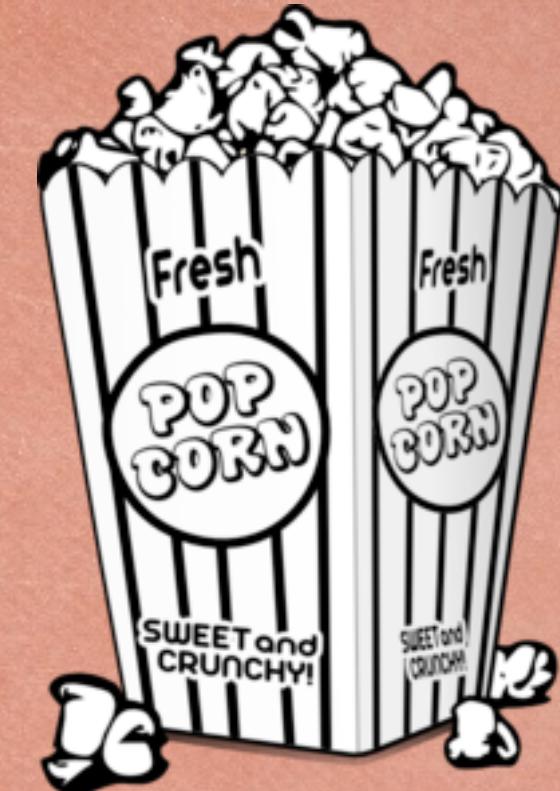
## Have Some More Popcorn!

A researcher was interested in how much popcorn people would eat at the movies.

He gathered participants and gave some a medium bucket of popcorn, while others received a large.

**The Catch:** This was exceptionally terrible popcorn. It had been popped 5-days ago, and squeaked every time you ate a piece.

**The Kicker:** The people with the larger buckets ate 53% more of this nasty popcorn than those who had medium buckets.



## How Does it Work?

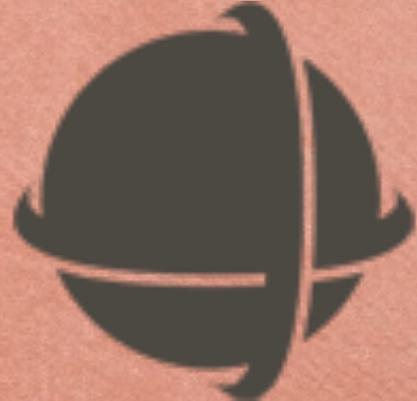
Optimizing the environment is about how to make the right behaviors a little bit easier and the wrong behaviors a little bit harder.

Think popcorn! By changing the size of the bucket (environment) people ate less popcorn (behavior).

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# Real World Examples



## ATM's

*Goal: Reduce number of 'lost' ATM cards.*

Before receiving your cash you must take back your ATM card. Prior to this now-standard procedure, countless ATM cards were left behind.



## Food Stores

*Goal: Fill shopping carts*

Milk and other staple items are always located at the rear of the store so that shoppers must go through the entire store.



## Amazon

*Goal: Sell more products.*

Amazon's one-click shopping significantly increased revenue by making buying easier.

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What you pay attention to is your experience, it is your life. It shows the importance of the question of . . .

What are you watching on TV? ..... ➤

What are you reading? ..... ➤

What movies do you watch? ..... ➤

What quotes do you read? ..... ➤

What kind of discussions are you having? ..... ➤

“My experience is what I agree to attend to.”

– William James

“What are you paying attention to?”

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# What Environment Do You Live In?

Everything you listed is what makes up the lens you look through. This lens, "can make a heaven of hell or a hell of heaven," John Milton.

To create a thriving environment we must first tweak what we are paying attention to.



## When I look at the world I see...

- Poverty
- Corruption
- A Dwindling Economy
- Health Issues &
- Environmental Decay

or

- Willingness to help others
- Social responsibility
- Uprising of positive grassroot campaigns
- Green initiatives
- Active lifestyles



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# What is Your Environment Doing?

Look at the environments in your day to day life.

What is it reinforcing? Because it IS reinforcing something.

## Have you ever...

- Picked out your outfit the night before?
- Put a coat hanger next to the door?
- Precooked a healthy meal?
- Put the batteries of your TV remote in your running shoes to remind you to run?

### F e n g S h u i

An entire movement was created around the power of the environment. It is called Feng Shui.

This ancient art balances the energies to provide clarity and positivity.



These actions were small, but the outcomes are much larger:

Be early for that big meeting

Impress a date with your clean house

Lose 10 pounds

Run instead of watching TV, run that half marathon you keep taking about

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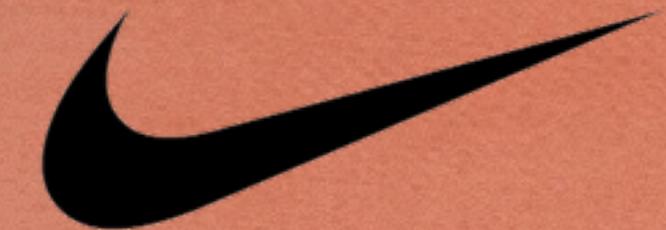
What do  
you want?

What behaviors do you want to come out and how can you optimize the environment to make the right behaviors a little bit easier?

**Desired Outcome:** A manager at Nike wanted to increase her engagement in her communication.

**The Problem:** Every time people would come into her office to talk she would become distracted by her computer screen.

**Optimize the Environment:** She rearranged her office so that there was a table and two chairs facing one another so she would no longer be distracted.



*Just do it.*

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## OPTIMIZE YOUR ENVIRONMENT



### Some Ideas...

- Create an ad-hoc meeting space
- Use bar stools to keep it brief
- Put desks on wheels
- Post tangible, visible reminders of mission and values

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Global pharmaceutical company GlaxoSmithKline (GSK) found that only 35% of work activity took place in offices which took up 85% of their workspace.

To optimize workspace and break down barriers, GSK created a completely open and collaborative atmosphere.

Each employee has a laptop with a built in phone and a locker... and that is it! Since the implementation of this new layout, GSK has noticed 45% increase in speed of decision making while saving money using less space.



"I want to be more creative."

"I want to have  
more meaningful  
conversations."

"I want to  
exercise more."

"I want to get out  
of my comfort  
zone"

"I want to travel  
the world."

## REMIND YOURSELF

Create an environment that will remind you what you want. Examine **EVERY** detail to see what small things you can change that will impact you every day.

- Examine your Desktop
- Change your phone screen
- Put a **BIG** quote on your desk
- Get a picture of what you want
- Talk about it, proudly, with intent every chance you get
- Help your people do the same

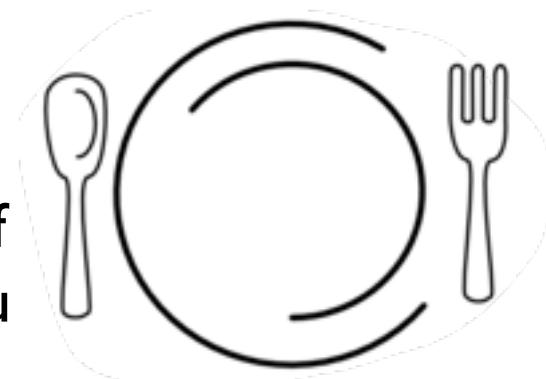


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## Plate Size

Change the size of your plate and you will eat less. What does the 'plate' look like at your workplace?



## Moments That Matter

A company we worked with developed a creative idea to make a webpage called 'Moments That Matter' highlighting different employees. Anytime anyone logged into the internet server they were directed to this default page and were greeted with positive action from their own people!



## Feng Shui

Study this and optimize your environment - work and home - to bring out your best.



## Intent

Share dreams and aspirations with people and turn your intentions into tangible actions. Use THIS in your conversations with people.



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The Be Legendary Mindset model of Awareness, Beliefs and Courage is part of the operating system of Natural Leaders.

This model aligns with the principles in Dan and Chip Heath's **Switch: How to Change Things When Change Is Hard** (Crown Business, 2010).

We highly recommend *Switch* for anyone interested in creating lasting change.

*Liked what you read?  
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**Want more help on Optimizing the Environment and creating positive behaviors?**



**Contact Us!**

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Guiding leaders who will change this world for the better. Are you one of them?

- The *Be Legendary Team*