

Growth in OBM, Growth for OBM

Chair:

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**SWEDISH ASSOCIATION FOR BEHAVIOR
ANALYSIS**

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OBM NETWORK



Growing OBM in the Digital Age

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How to Inspire Change Without Lying



Aaron Haglund
Benny Persson



Scaling OBM

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Executive Director, The OBM Network

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Eight Essentials for Scaling Up, Without Screwing Up. Harvard Business Review, Sutton (2014)

1. Understand that you are spreading a mindset, not a footprint.
2. Approach scaling as a problem of both more and less.
3. **Consider where you want to be on the Buddhism-Catholicism continuum. That is: do you concentrate on making people true believers, then let them localize the rituals as much as they like – or do you legislate the behaviors you’ve identified as best, assuming they’ll act their way into a state of believing?**

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2. Approach scaling as a problem of both more and less.
3. Consider where you want to be on the Buddhism-Catholicism continuum.
- 4. Link hot causes to cool solutions.**

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5. Connect people and cascade excellence.
6. Cut cognitive overload, but embrace necessary organizational complexity.
7. Build organizations where people feel “I own the place, and the place owns me.”
- 8. Go from bad to great.**