



BUSINESS CASE · BEHAVIOR REINFORCEMENT · INCLUSION & BELONGING

Moving DEI from mandatory training to daily inclusive behavior

Why annual training moves sentiment but not behavior — and how a 21–30 day micro-behavior platform turns inclusion into observable daily action at the team level.

PREPARED FOR

Chief Diversity Officers · DEI councils · ERG sponsors

PREPARED BY

Gamechangers Consulting

The Gamechangers Challenge — Behavior Activation™

AIM

ALIGN

ACHIEVE

SUSTAIN

Executive summary

Your dei program does not have a methodology problem. It has a **behavior sustainment problem**. Why annual training moves sentiment but not behavior — and how a 21–30 day micro-behavior platform turns inclusion into observable daily action at the team level.



Benchmarks drawn from comparable deployments. Numbers above are illustrative for this use case.

The thesis in one line

Training raises awareness. Behavior reinforcement is what turns awareness into the inclusive behaviors a coworker actually feels on a Tuesday.

The problem dei leaders keep paying for

Every Chief Diversity Officer we talk to describes the same paradox. The training improves; the experience doesn't move.

Where the gains leak

- **Compliance ceiling.** Mandatory completion hits 100%; sentiment moves 0%.
- **Bystander gap.** People know the right behavior and still don't perform it in the moment.
- **ERG burnout.** The same volunteers carry the same emotional load year after year.
- **Manager middle.** Mid-level managers determine 70% of belonging and get the least support.
- **Survey-only signal.** You learn about a belonging gap once a year — too late to act.

The solution: a daily 5-minute practice

The Gamechangers Challenge is a 21–30 day micro-behavior platform that bolts on to your existing programs. It does not replace your tools, your training, or your leaders. It does the one thing none of those were designed to do at scale: **drive the daily behaviors that turn a program into a habit, and a habit into a culture.**

AIM

Pick the team-level inclusive behaviors your survey is already asking about.

ALIGN

Configure 21–30 days of micro-prompts that are observable and owned by everyone.

ACHIEVE

Daily 5-minute practice — peer-visible, anonymized, no callout culture.

SUSTAIN

Behavior data, not just sentiment — month over month, team over team.

What it's worth on a 10,000-person enterprise

- Belonging is the strongest predictor of regrettable attrition across demographics.
- Inclusive team behaviors correlate directly with innovation and decision quality.
- One avoided high-cost grievance covers a year of company-wide reinforcement.

Next step

Make inclusion a daily practice.

gamechangersconsulting.com/strategy

[Book a strategy call →](#)