



BUSINESS CASE · BEHAVIOR REINFORCEMENT · MANAGER EFFECTIVENESS

Turning leadership programs into 30 days of practiced behavior

Why most leadership development gets remembered as 'that good offsite' — and how a 21–30 day micro-behavior platform converts your existing model into 1:1s, feedback, and coaching that actually happen.

PREPARED FOR

CHROs · Heads of L&D · Leadership program owners

PREPARED BY

Gamechangers Consulting

The Gamechangers Challenge — Behavior Activation™

AIM

ALIGN

ACHIEVE

SUSTAIN

Executive summary

Your leadership program does not have a methodology problem. It has a **behavior sustainment problem**. Why most leadership development gets remembered as 'that good offsite' — and how a 21–30 day micro-behavior platform converts your existing model into 1:1s, feedback, and coaching that actually happen.



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

The thesis in one line

Leadership content teaches the model. Behavior reinforcement is what turns the model into how a manager actually runs Tuesday.

The problem leadership leaders keep paying for

Every Head of L&D; we talk to describes the same arc. The shape repeats; only the framework name changes.

Where the gains leak

- **Workshop afterglow.** Energy peaks in the room and decays in 14 days back at the desk.
- **Coaching gap.** Executive coaches reach the top 1%. The other 99% are on their own.
- **Inconsistent 1:1s.** 1:1 cadence drifts the first time a quarter gets busy.
- **Feedback avoidance.** Managers know the model; they still avoid the harder conversation.
- **Cohort decay.** Six months later, no one can name the behaviors the program was supposed to install.

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 3–5 manager behaviors your existing leadership model actually rests on.

ALIGN

Configure 21–30 days of micro-prompts mapped to your competencies.

ACHIEVE

Daily 5-minute practice — peer cohort, anonymized signal, manager-light.

SUSTAIN

Behavior data shows you which leaders are actually shifting, by team.

What it's worth on a 500-manager population

- A 1-point engagement lift on direct teams pays for the program many times over.
- Manager-driven attrition is the largest controllable cost line in most orgs.
- Promote-readiness expands without expanding your executive coaching spend.

Next step

Activate the leadership behaviors your model already has
gamechangersconsulting.com/strategy

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