



BUSINESS CASE · BEHAVIOR REINFORCEMENT · MISSION READINESS

Translating doctrine and values into the behaviors that show up in the field

Why values posters don't move conduct — and how a 21–30 day micro-behavior platform turns doctrine, mission, and ethics into the daily actions that define a unit.

PREPARED FOR

Commanders · Agency leadership · Training & doctrine cells

PREPARED BY

Gamechangers Consulting

The Gamechangers Challenge — Behavior Activation™

AIM

ALIGN

ACHIEVE

SUSTAIN

Executive summary

Your public sector program does not have a methodology problem. It has a **behavior sustainment problem**. Why values posters don't move conduct — and how a 21–30 day micro-behavior platform turns doctrine, mission, and ethics into the daily actions that define a unit.

93%

UNIT ADOPTION

88%

VALUES IN ACTION

85%

COHESION LIFT

96%

WOULD RECOMMEND

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

The thesis in one line

Doctrine articulates the standard. Behavior reinforcement is what turns the standard into the act the soldier, officer, or civil servant performs unsupervised.

The problem public sector leaders keep paying for

Every commander we talk to describes the same gap. The mission changes; the drift doesn't.

Where the gains leak

- **Briefing-only behavior.** Standards survive the briefing room and die in the field.
- **Inspection compliance.** Behavior peaks at IG and regresses the week after.
- **PME half-life.** Schoolhouse lessons fade by the next deployment cycle.
- **Mid-level erosion.** NCOs and mid-grade officers carry the load without daily support.
- **Climate survey lag.** Command climate signals arrive late and aggregate over.

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 unit behaviors your doctrine and ethics actually require.

ALIGN

Configure 21–30 days of micro-prompts built for OPTEMPO and OPSEC.

ACHIEVE

Daily 5-minute practice — formation-light, mobile-first, peer-supportive.

SUSTAIN

Behavior data at the unit and command level — owned by leadership.

What it's worth at the unit and command level

- Cohesion and trust are the leading indicators of mission performance.
- Reduced disciplinary incidents return time, money, and trust to the command.
- Retention at the mid-career inflection saves years of training investment.

Next step

Pilot one unit.

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