

IT'S NOT ALL IN THE MIND



by Ir. Shum Keng Yan

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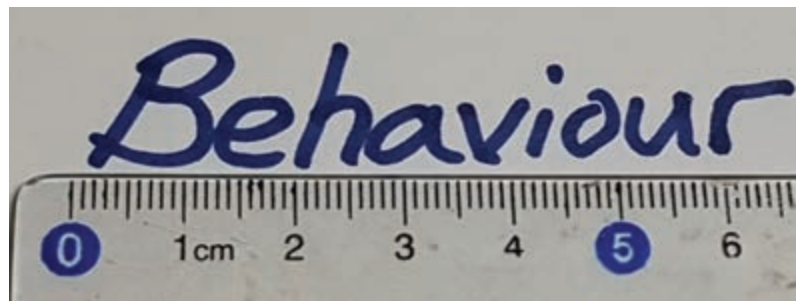
If we are able to measure behaviour, is it really possible to change behaviour by setting a number? Does the old adage, "What can be measured can be improved", ring true for behaviour? We will explore these questions in this series on the evolution of behavioural observation and modification.

In the journey to build a culture, we are, in fact, influencing values and attitudes in the workplace. Why do we observe behaviour rather than attitude?.



Attitude is not directly observable. Attitude is in the mind. It is how we think and feel. However, attitude influences behaviour in a positive or negative way.

Thus, behaviour is the closest way to observe the demonstration of a person's attitude. Natural behaviour is a visualisation of our attitude.



I use the word "natural" as some people are pretty good at masking their own natural behaviour.

So are we ready to observe behaviour in order to measure them? If you observe anything, just drop me a note at: pub@iem.org.my. ■

"The question isn't who is going to let me; it's who is going to stop me," paraphrased from "The Fountainhead" by Ayn Rand.