Identifying the causes of current behaviour: Here managers usually indentify what drives the employee’s current behaviour.

Choosing a solution or strategy for achieving behavioural goals. This third step usually involves generating options and selecting a strategy for maintaining, improving or redirecting behaviour.

Implementing the strategy and monitoring and adjusting as needed. This last step is usually the toughest of all the steps. Implementation means that managers must develop a clear time frame for taking specific action steps. Managers must also be prepared to inspire, persuade and motivate subordinate to embrace steps necessary to actually modify existing behaviour.

SWOT ANALYSIS;

SWOT simply stands for Strengths, Weaknesses, Opportunities and Threats. By definition the Strengths and Weaknesses are considered to be internal factors over which some control can be measured and the Opportunities and Threats are considered to be external factors over which you have no control. This method of analysis is usually the most renowned tool for audit and analysis of the overall strategic position of the business and its environment. And its purpose is usually to identify the strategies you will create a firm specific business model.

AN OVERVIEW OF STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS IS GIVEN BELOW.

- **Strengths** - These are qualities that enable us to accomplish the organization’s mission and they can be tangible or intangible. They usually include human competencies, process capabilities, financial, resources and products and services

- **Weaknesses** - These are the qualities that prevent us from accomplishing our mission and achieving our full potential. Weaknesses in organization may be depreciating machinery, insufficient research, narrow product range and poor decision making.

- **Opportunities** - They are usually presented by the environment within which our organization operates and they may arise from market, competition, industry/government and technology.

- **Threats** - They usually arise when the conditions in the external environment jeopardize the reliability and profitability of the organizations business. And the examples of threats are usually as follows, unrest among employees, ever changing technology, increasing competition, price wars and reducing industry profits.