

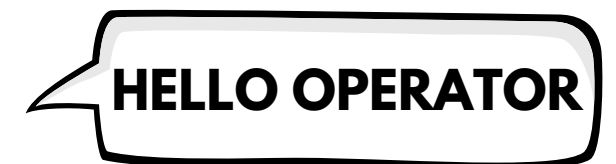
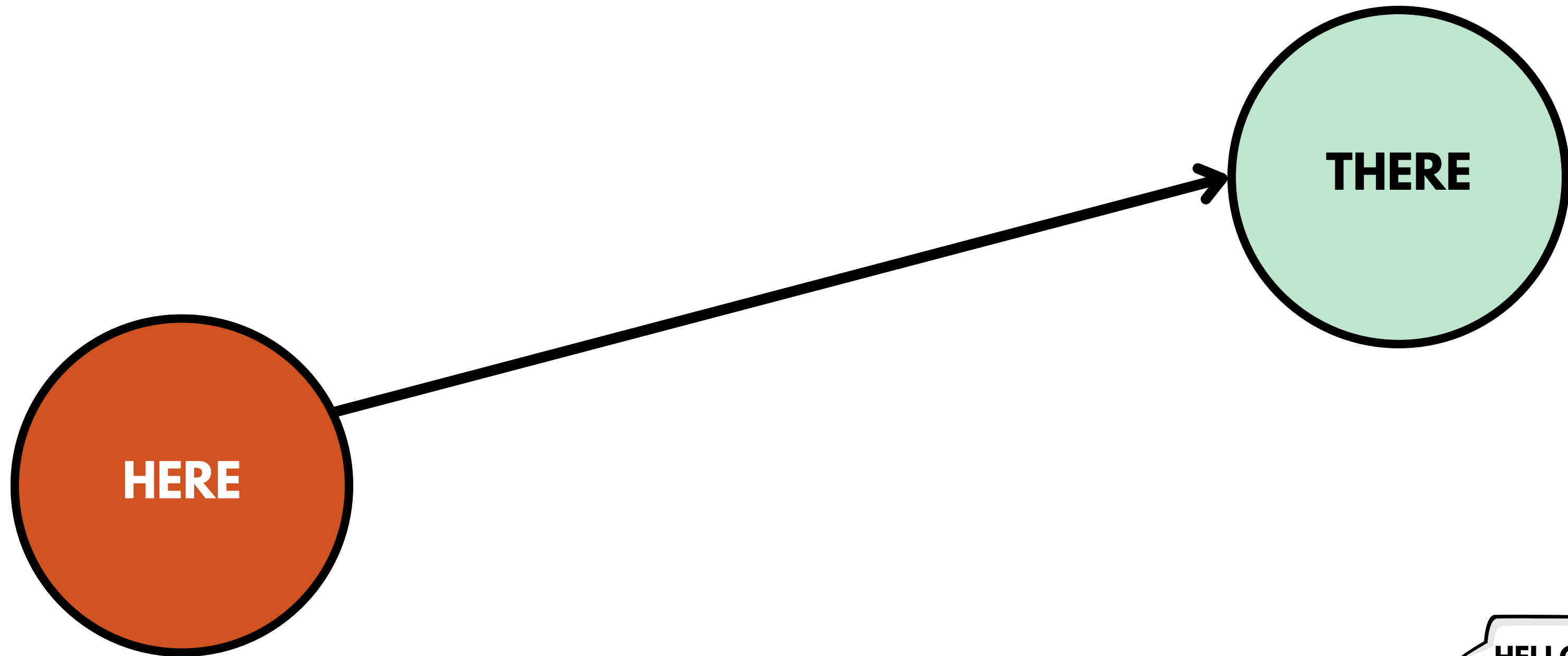
How To Make Something Stick

*A playbook for making sure that new thing you
want your team to do **actually happens.***

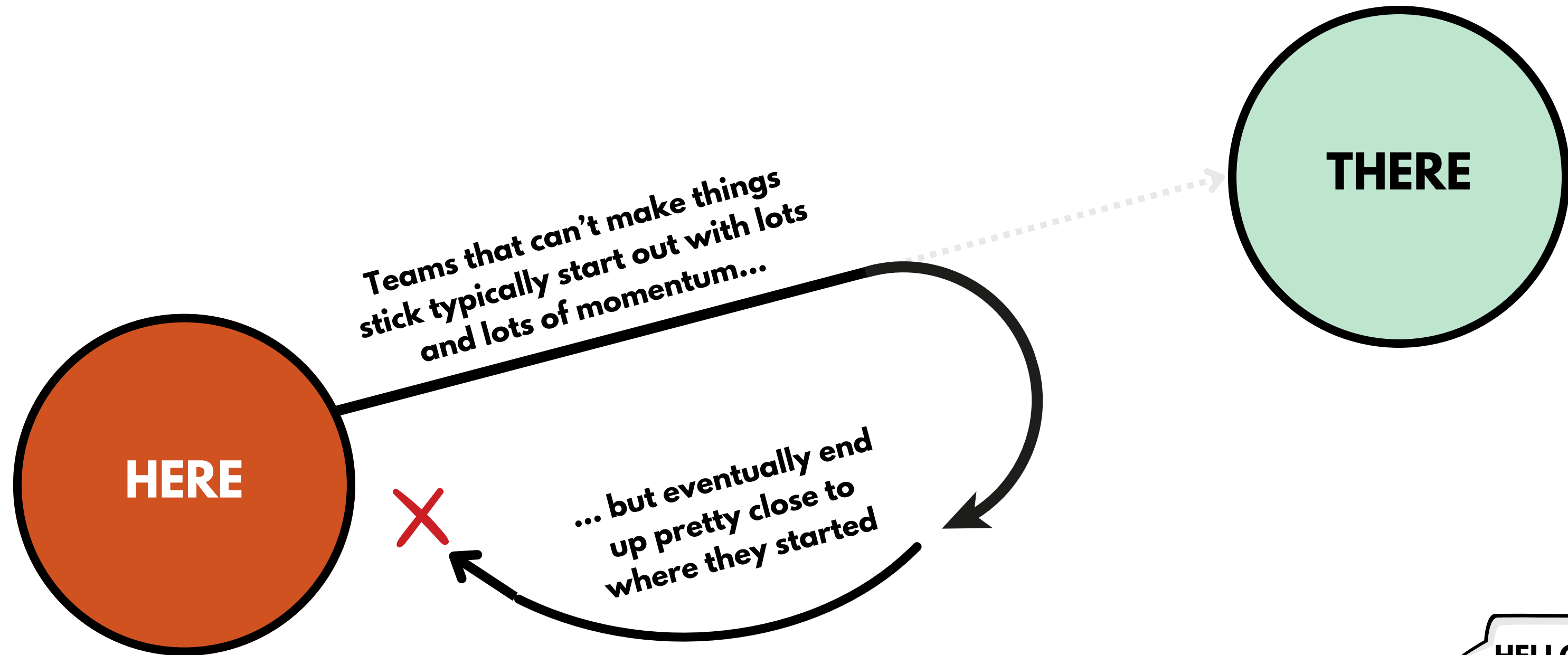
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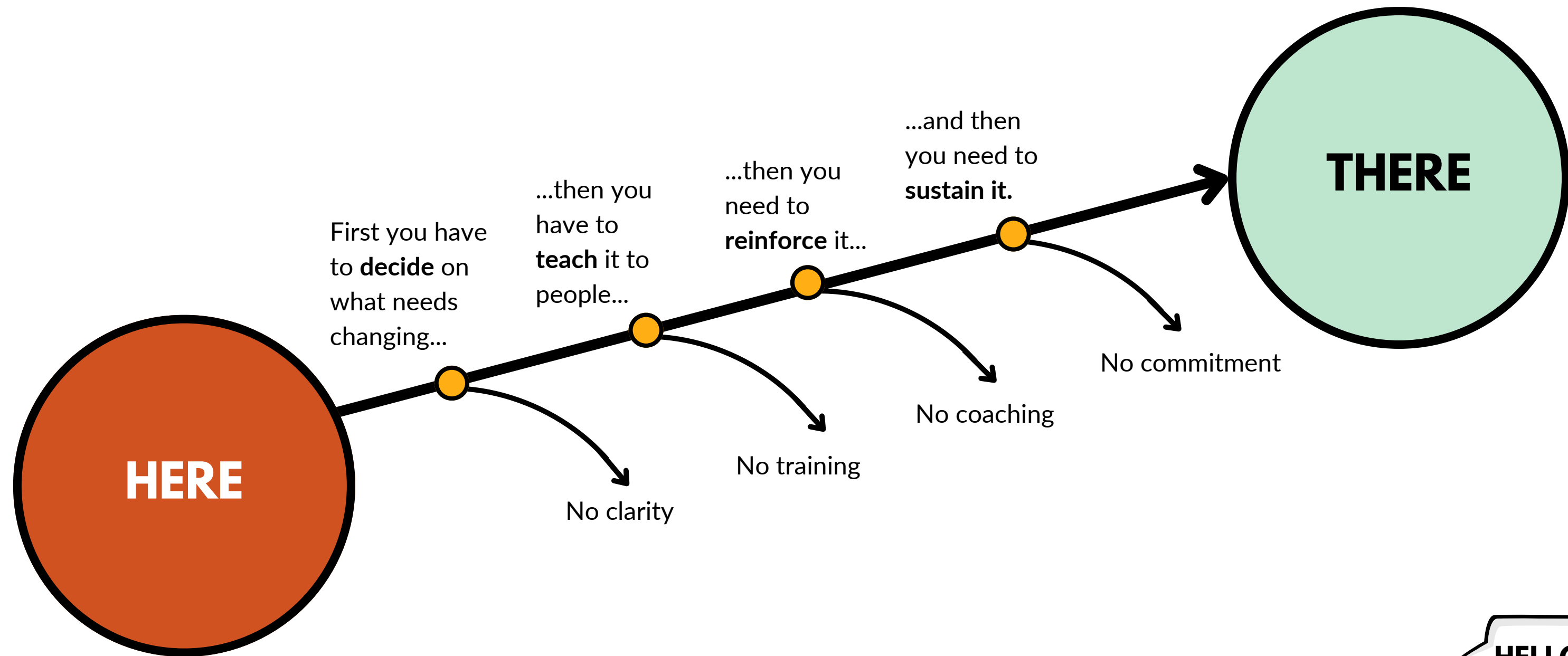
Everyone is trying to build a better version of their business. Everyone is trying to go from here to there.



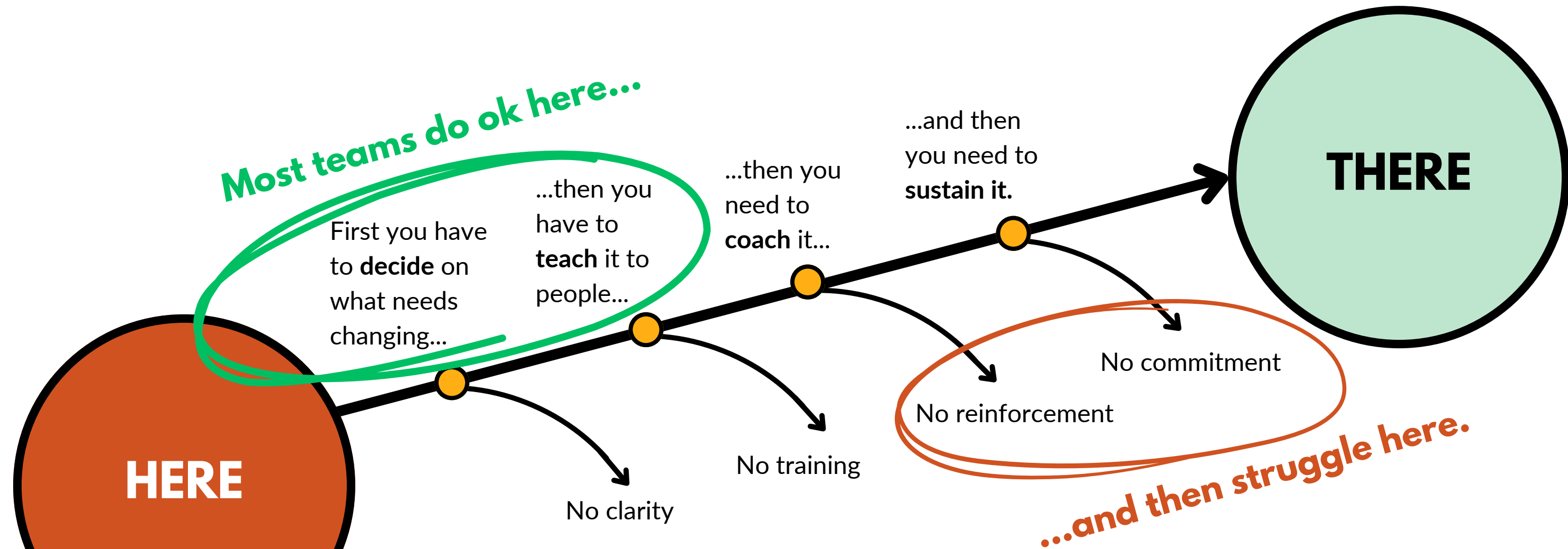
**Getting from here to there means changing things.
But making those changes stick is hard.**



Making something stick is a gradual process with multiple steps - and every step has **different challenges.**



Training isn't enough. To make new things stick, you need to **pick your spots** and **reinforce** what matters most.



The recipe for successfully making something stick is always the same.

(1) Focus on a few moments of truth.

(2) Give feedback when it's needed.

(3) Simplify change with verbal cues.

(4) And praise people when they nail it.



Pick your spots by documenting 2-3 moments of truth - the most important places to do “this” instead of “that.”

Real Example 

WHEN THIS HAPPENS...

MOMENT OF TRUTH #1

Kicking off a demo with a new prospect

MOMENT OF TRUTH #2

Handling a question about a specific feature

MOMENT OF TRUTH #3

Setting the next step at the end of the call

...FOCUS ON DOING THIS...

Summarize what you learned in discovery and **ask which challenge they're most focused on** right now - that's where you should start.

Answer the question and **then ask a follow-up**: “I'm curious - is there a specific reason that functionality is important to you?”

Agree up front to leave 5 minutes at the end to align on next steps - then **lay out an agenda for the next meeting, agree on a time, and send a recap email.**

...INSTEAD OF THAT

Dive right into the product and start showing them **every single thing** it can do.

Answer the question quickly and then **dive right back in** to what you were showing them - you're on a roll after all!

Pop wheelies on the software **until you have 30 seconds left** in your meeting and then quickly ask “So what did you think?”

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Make moments of truth stick by committing to how you will reinforce them - with feedback, cues, and praise.

THE THREE MAGIC “MAKE IT STICK” TECHNIQUES

1
FEEDBACK

Coaching people to “do this instead of that” when they get off track

2
VERBAL CUES

Repeating short, meaning-rich catchphrases that spur action

3
PRAISE

Praising the right behaviors - authentically and in-the-moment



New habits are hard to build. Feedback reminds people of the new way - and sends the signal to “focus here.”

A SIMPLE FORMULA FOR EFFECTIVE FEEDBACK

PERMISSION

Can I share something with you I noticed in that meeting we just had?

+

OBSERVATION

When you did [this behavior] at [this time]...

+

IMPACT

...I noticed [this impact] - which I don't think was what you were going for.

+

CURIOSITY

I'm wondering if you noticed the same thing? What would you change if you had another crack at it?

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Strong cultures create their own special language around how they do their work - using short, meaning-laden verbal cues to reinforce what matters most.

My old employer (**BAIN & COMPANY** 🕒) is really, really good at this part.

My favorite pieces of "Bain slang"

"Zero-Defect"

- **What it means:** Cultivating a sense of productive paranoia (and building a process to sanity-check and scan for mistakes in your own work)
- **What it's about:** Quality

"Answer-First"

- **What it means:** (1) Organizing your work using a hypothesis and (2) communicating crisply, answering the question directly and leading with the insight
- **What it's about:** Focus + Clarity

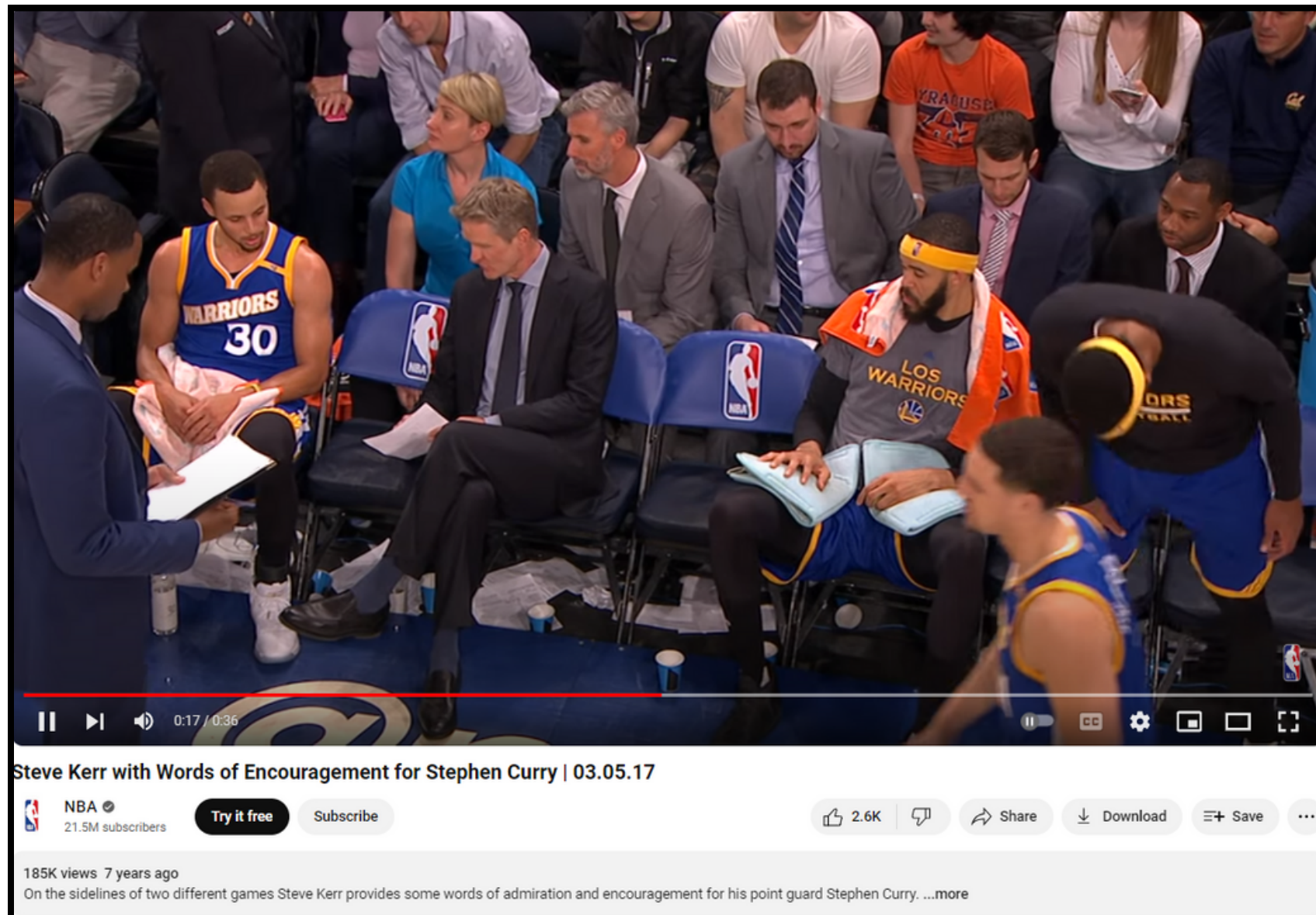
"At-Cause"

- **What it means:** Looking for the solution to the problem (instead of wallowing in the hard times)
- **What it's about:** Resiliency

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Humans repeat behaviors that make us feel good. To lock in desired changes, build the habit of praising people - publicly, authentically, and in-the-moment.



→ To see what *professional-grade praise* looks like, watch this short video clip of Steve Kerr coaching Steph Curry during an NBA game.

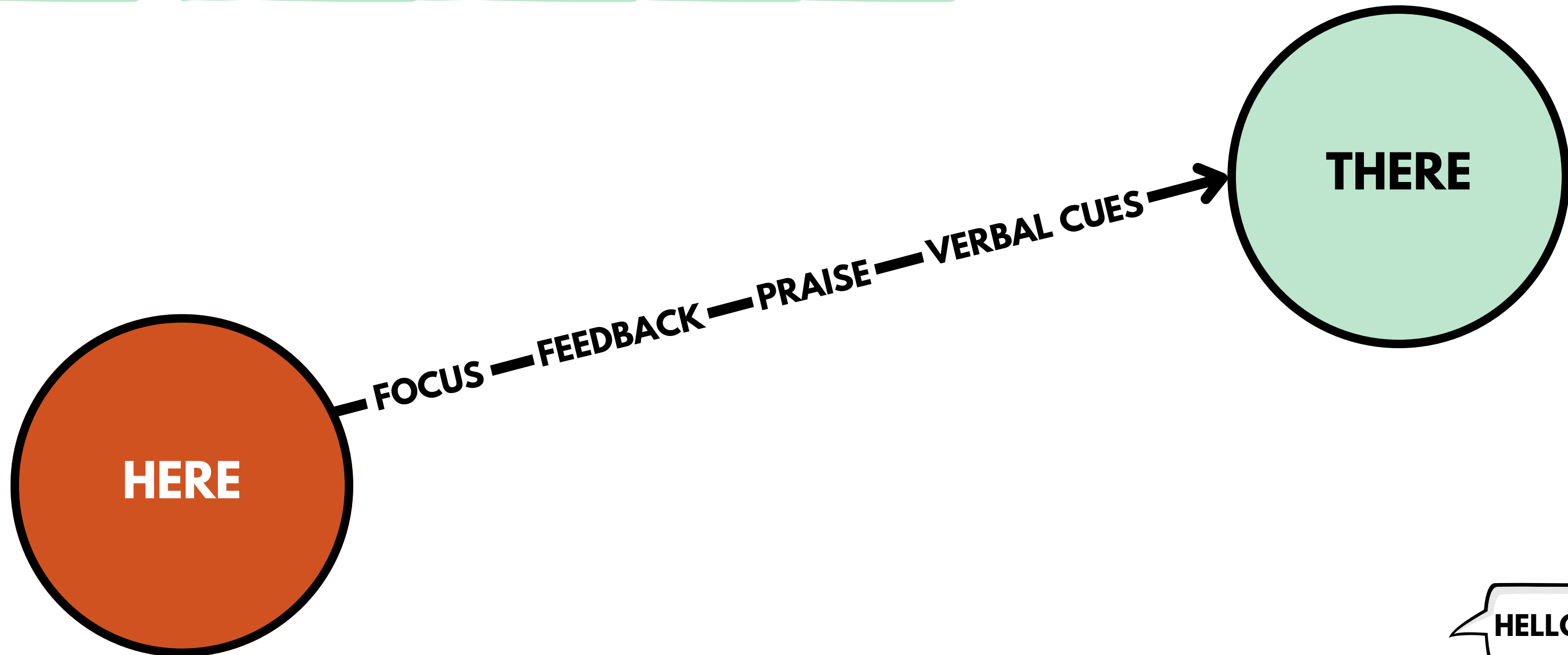
It's the best example of authentic, in-the-moment recognition I've ever seen.

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That's how you get from here to there.

By making changes - and then making them stick using focus, feedback, praise, and cues.



If you like this framework, I think you'll love the other stuff I write about on my blog: [Hello Operator](#).

It's where I share all the lessons, frameworks, and how-to's from my world of software private equity.

(Plus it's [free](#) - and it always will be.)

Come check it out over here

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