



## WHY PEOPLE AREN'T DOING WHAT YOU WANT THEM TO DO

*And What You Can Do About It*

### Course Description:

In this interactive session, Greg Gray dives into the everyday frustrations of leaders: handing out clear directives only to watch them go unheeded. Drawing on his own journey in a fast-growing call center and real-world case studies, Greg exposes the common reasons people resist—even when they're paid to comply—and arms you with practical strategies to fix each one. Through live polls, partner exercises, and signature Greg stories, you'll transform your leadership toolbox so that "I told them to do it" finally means "They do it."

This course reframes compliance as a two-part science—diagnosing the true barriers (from mixed messaging to unintended punishments) and prescribing targeted remedies (from crystal-clear expectations to meaningful consequences). You'll leave with a ready-to-use playbook for turning resistance into compliance.

### Participants Will Learn:

- How to identify the full range of obstacles preventing compliance in your team
- The **Index Card Test** for establishing crystal-clear expectations (and verifying alignment)
- Why addressing both **skill** deficits and **will** deficits makes training stick
- The **20-Foot Rule** for crowdsourcing fast, cost-effective solutions from your frontline
- Techniques for delivering feedback and recognition that truly motivate
- How to design and communicate **appropriate consequences**—without overkill
- Ways to remove unintended punishments and eliminate mixed or competing messages
- A self-audit framework to track and sustain consistent compliance

### 💡 Why This Is Important:

When directives go unfulfilled, it's rarely about laziness or defiance—it's almost always a mismatch between what leaders think they've communicated and the real-world barriers their people face. By pinpointing each obstacle and applying the right remedy, you'll no longer fight resistance—you'll convert it into reliable performance.

By mastering these diagnostic tools and targeted strategies, you'll ensure your team not only hears you but actually does what matters most.

