

Why OBM?

TexABA

March 10, 2018

Houston, TX

ADI
Aubrey Daniels International

The woman who changed my life

- On a day in 1966, a woman walked into my office and changed my life forever
- She was 52 years old and had been receiving electro-shock treatment for **26 years!**
- She had been diagnosed by her psychiatrist as having “a desire to return to the womb”
- Using ABA as best I knew how, she was out of the hospital in just over one month and “cured” in two months
- Every year from then on my birthday, till her death at age 93, she sent me a card and called me on my birthday to update me on her progress.
- Her life began that day also.

MY Luckiest Day

- I began to get all the phobic patients
- “Of course, if you do it that way.”
- But what about depression?
- What about schizophrenia?

Shaping an OBMer

- GMHI (1965)
- A.P. Jarrell Pre-Vocational workshop (1967)
- Georgia Regional Hospital (1968--1971)
- Center for Behavior Change (1966 –1972)
- US Grant for the behavior disorders (1968)
- Learning Foundations (1968 – 1969)
- Bristol Labs (1971)
- BSI (1972)
- ADI (1978--)

Then everything changed.....

- The factory of the future will have only two employees,
- a man and a dog.
- The man will be there to feed the dog.
- The dog will be there to keep the man from touching the equipment.

Warren Bennis and the future of work

OBM defined

- OBM: the application of Behavior Analysis principles and research to organizational issues
- Where does this apply?
- “The cobblers children go bare footed.”
 - “I love what I do; I hate where I do it.”

What was the luckiest day in your life?

- When you met your spouse or current love interest?
- The day you won a million dollars in the lottery?
- How about the day you decided to take your first class in Behavior Analysis?

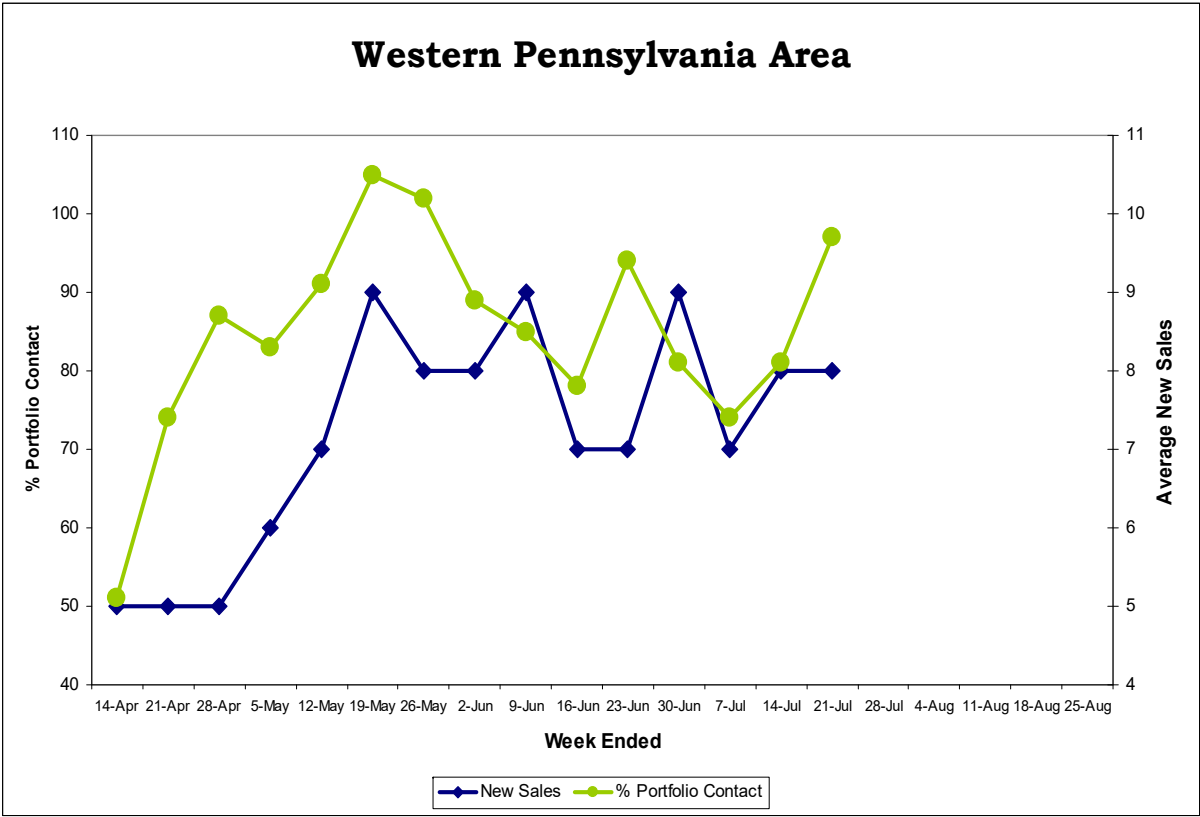
“The methods of science have been enormously successful wherever they have been tried.”

“It is my experience that eventually, reasonable, honest and effective solutions can be found for every single problem. No exceptions!

I have become absolutely unequivocal on that point, so much that I am willing to bet anyone \$10,000 that relative to any behavioral problem, if they will be honest about it and do what I tell them to do an effective intervention will be ultimately found and within a reasonable period of time.”

- Emery Air Freight (1970) -- Ed Feeney
- Bristol Labs
- Springs Mills
- Cannon Mills (Cut 90 day turnover in half in 90 days)
- Milliken Mills (First plant exceeded 5 year targets in 5 months)
- Applied in almost all industries and jobs
- Worked in over 50 countries
- Where has behavior analysis been applied faithfully it has worked?

Business Discovers The Value of Behavior



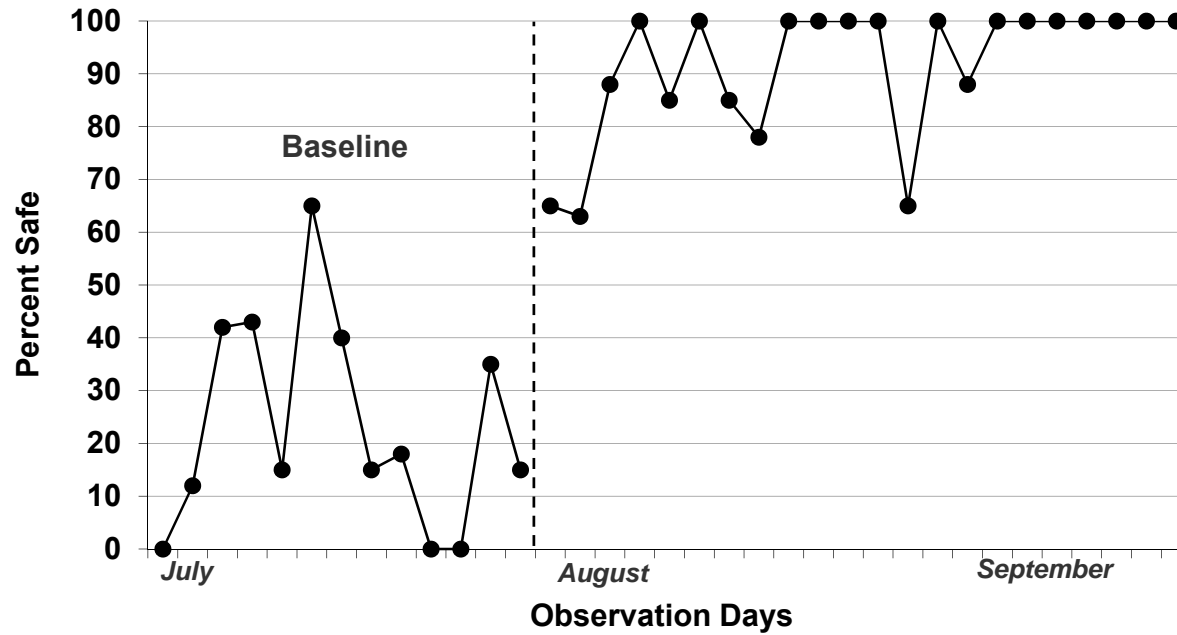
It's the one trick pony that steals the show!

Hank Pennypacker

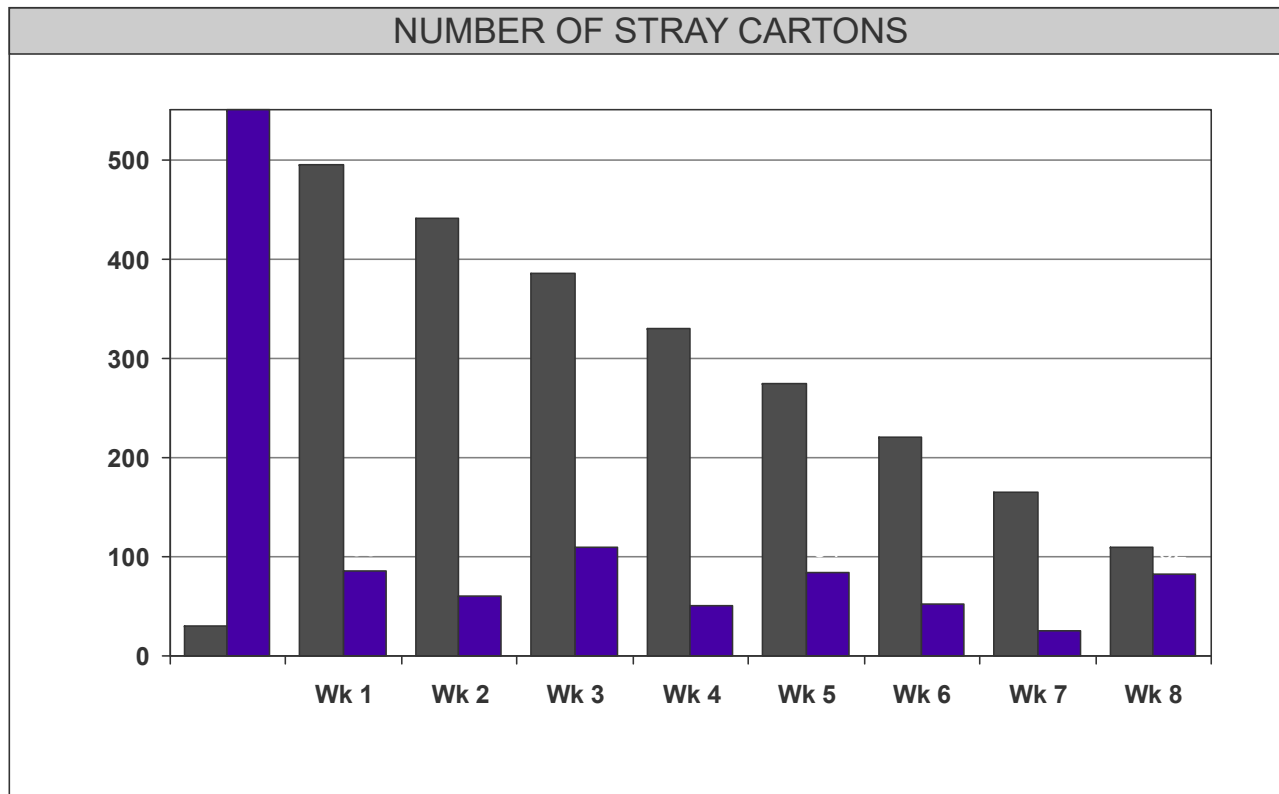
ADI

- Behavior Analysis is our only trick
 - We are experts in behavior change
- We apply ABA to EVERYTHING!
 - It works on everything behavioral.
- Easily understood
- It produces quick results
- Lasts

Distribution: Close Blade After Cutting Each Case



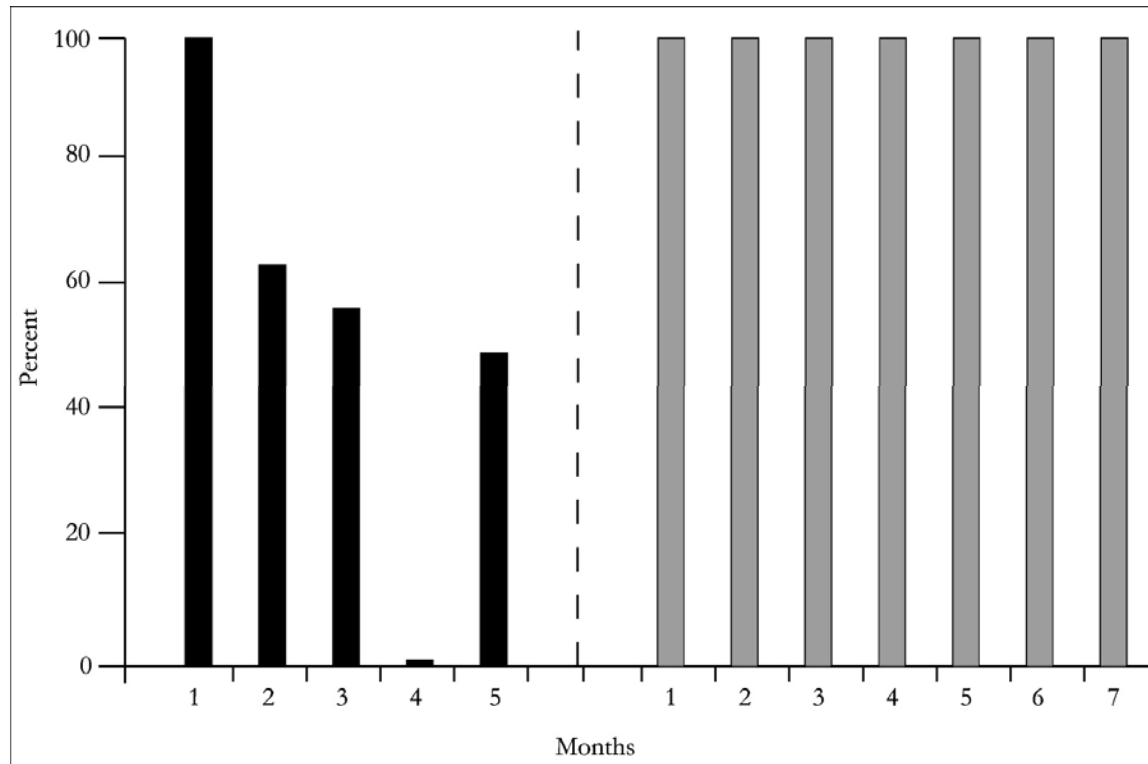
Stray Cartons in a retail distribution center



Responsiveness to Customer Problems

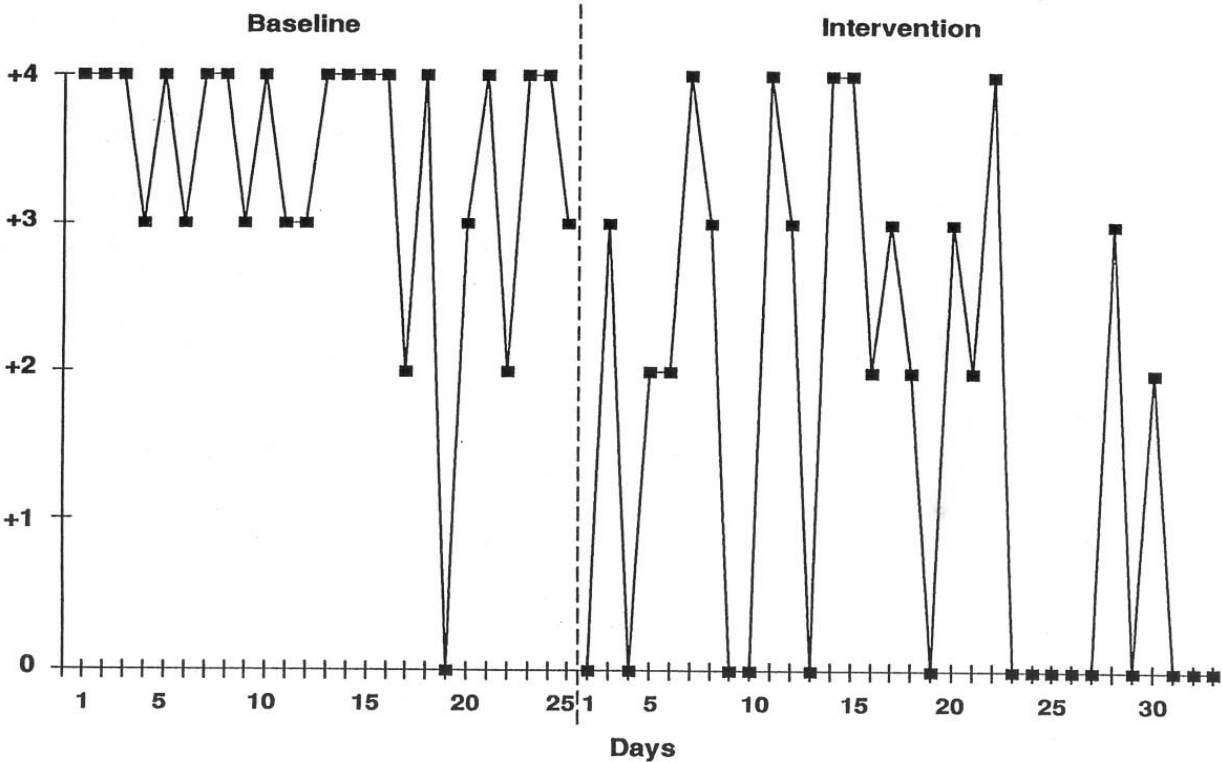
Figure 2.2C

Customer responsiveness had been declining for five months. With the implementation of PM, responsiveness rose to 100% the first month.

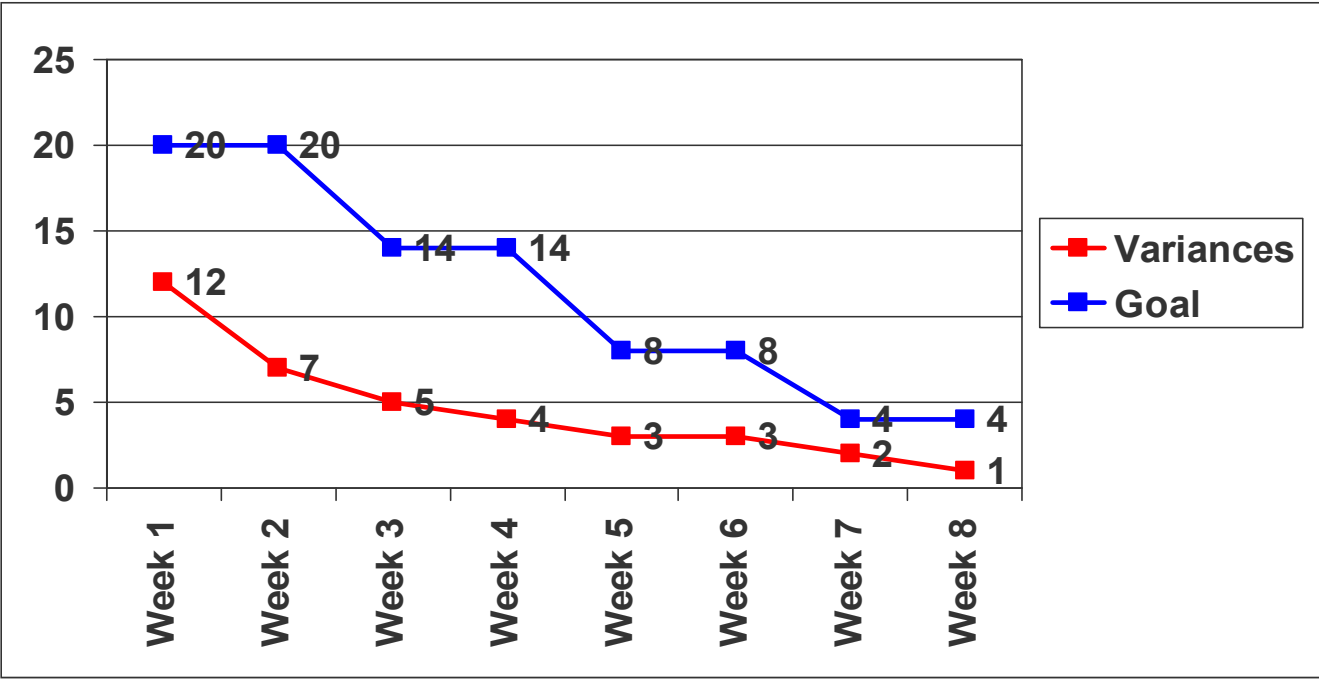


Changing the Behavior of a Nine Year Old Child

Effects of Positive Reinforcement on a Diabetic Child



Audited Receiving Adjustments (Goal vs. Actual)



Getting Smarter Quicker – Walter Schneider

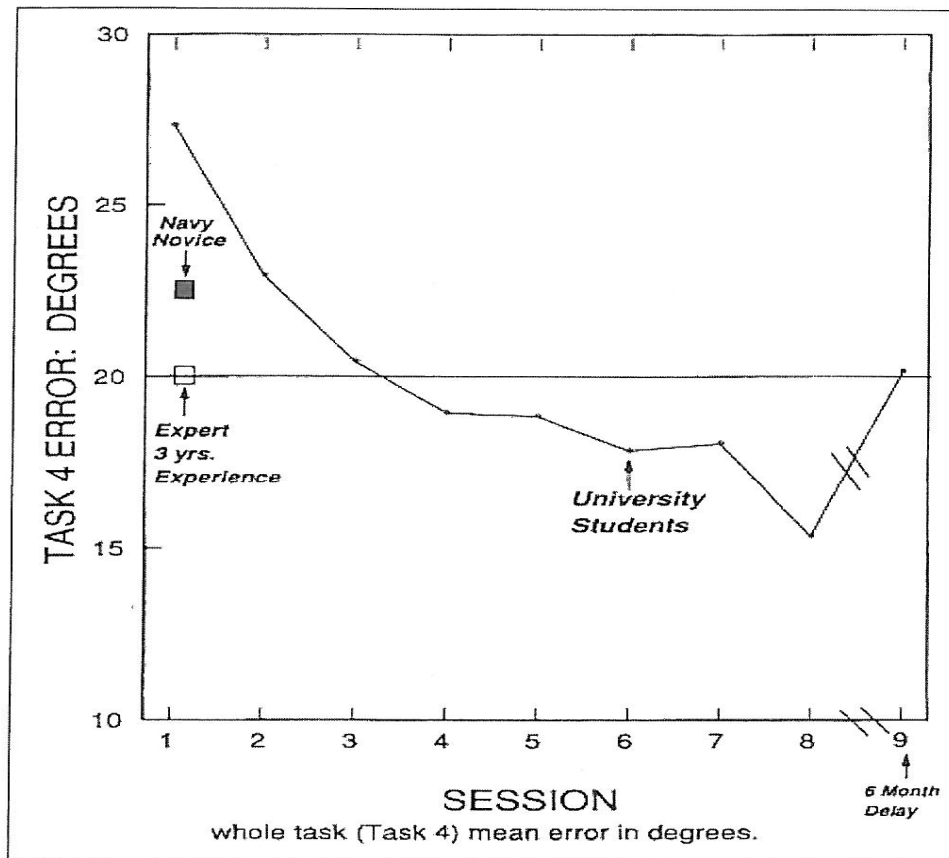
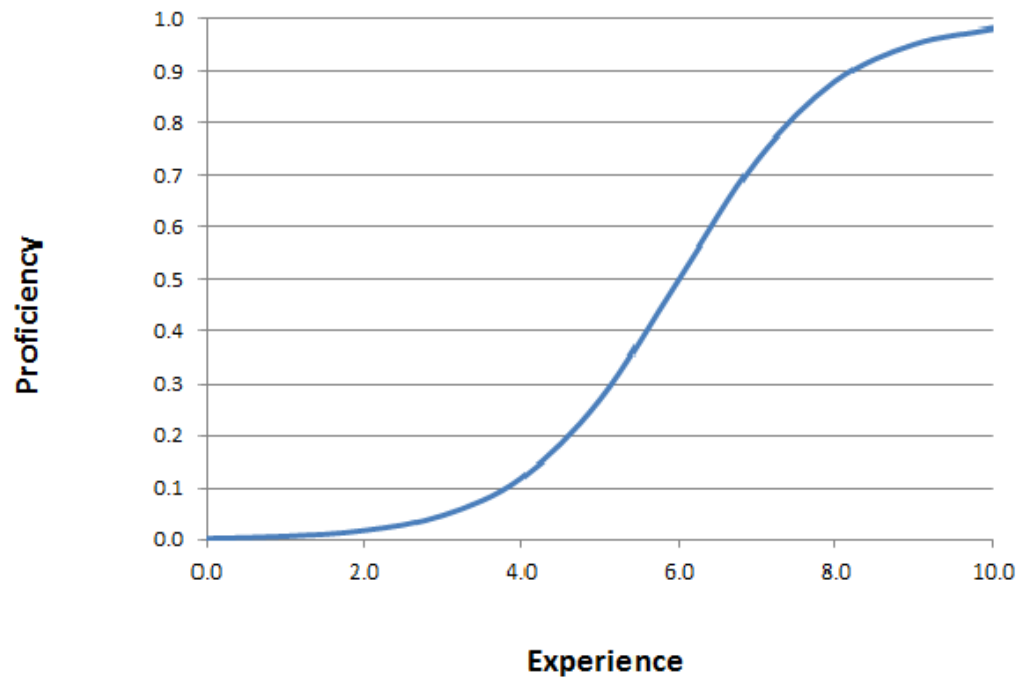


Figure 6.
Mean Error in Degrees

R+ Produces Exponential Growth

S or Sigmoid Curve



- Estimated that non-compliance with doctor's orders costs over 3 trillion dollars per year.
 - AHA predicted in 2011 that 100 million people would suffer from CVD by 2030. We reached that number in 2015.
- Researchers predict a 42% increase in chronic diseases by 2023, adding \$4.2 trillion in treatment costs and lost economic output.“
- Two thirds are preventable, primarily because patients don't follow the doctor's orders
- Compliance (adherence) is behavior
- OneCare platform reflects a behavioral understanding and has built it into its programs
- Almost all competitors programs are antecedent heavy
- Those who use consequences have little understanding of our science

- Doctor's orders are loaded onto the patient's dashboard
- This care plan is activated by Bluetooth medical devices
- This makes the patient "response cost" very low
- For example, Bluetooth glucometer gives diabetic patients immediate feedback as to glucose levels
- Families receive the patient's compliance data and are taught how to respond to the data
- Patients and family members are taught behavioral principles and are given alerts about patient's adherence

Teaching new habits to replace old ones

- What is the one requirement for changing behavior?
- Talking is Learning; Listening is Teaching
- We learn from our environment
- No blame

Two behavioral skills used to solve 80% of workplace problems

- Pinpointing
- Shaping
- R+

Why OBM?

- The effectiveness of Behavior Analysis has been well established
 - It is applicable in all jobs where there are people
 - “Eat the food you will lose the weight.”
- Management creates an artificial environment in which to build products or deliver services.
- While not intended, management (executives) rarely understands the behavioral obstacles they create for the employees. Peter Diamandis said recently, “I think the way I think and I can’t think any different.”
- Most of the inventors of these rules, processes and procedures know almost nothing about creating an environment that brings out the best in people
- If people learn from their environment.....
- Where’s the blame?
 - “How did we fail that person?” Ron Dennis, Dollar General, Zanesville, PA

How to get started in OBM

- Find a program where professors have experience actually working in a business
- If not take a business class
- If you can't take a business class, call Sandy Stewart (678-904-6140 x129)
- If you have a job, shape the owner (or manager) to use behavior analysis in the conduct of the business
- If you don't have a job, get one
- Develop a portfolio of your implementations (it helps you get a job)

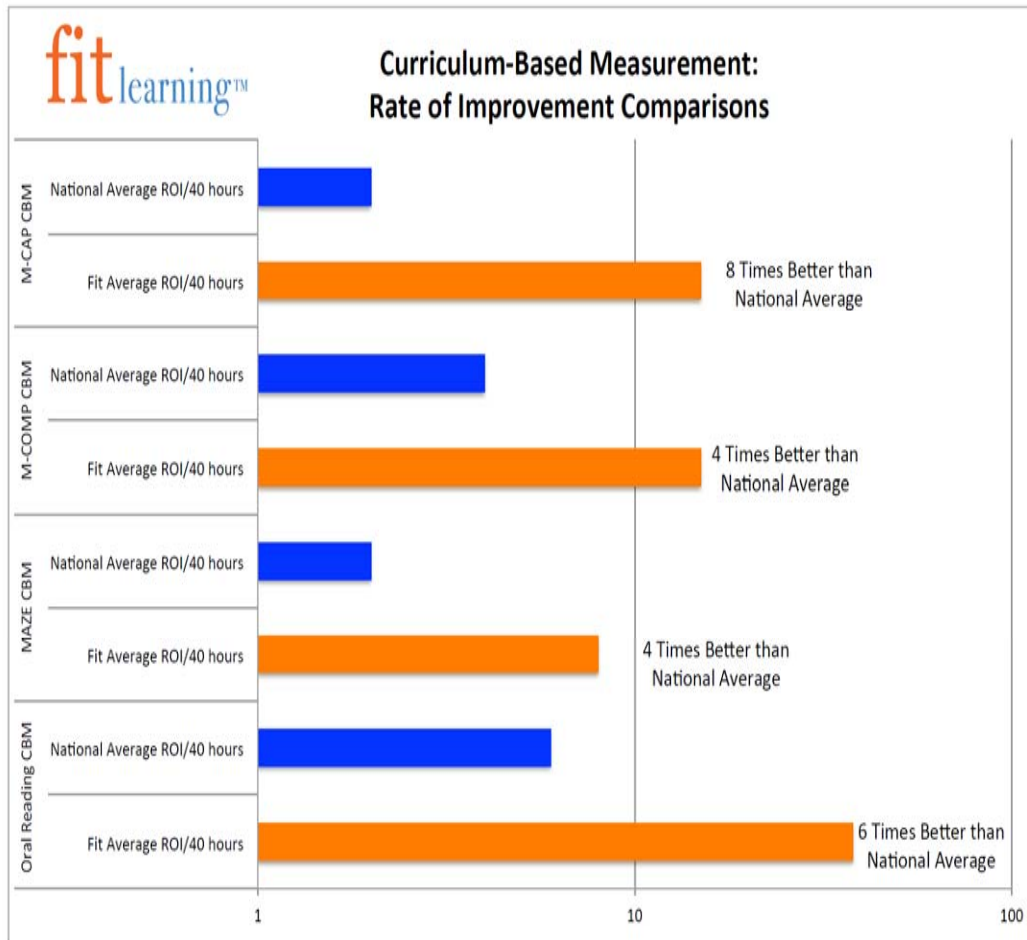
Science, Pseudoscience, and Not Science: How Do They Differ

G. R. Baran, et al. Healthcare and Biomedical Technology in the 21st Century 2014

ADI

- Perhaps the most effective healthcare cost controls we can implement would be those targeting harmful behavior;
if so, perhaps some of the money spent on new technology should be diverted to research on how to change people's ***behavior.***

Fit Learning



**“The methods of science have been enormously successful
wherever they have been tried.**

Let us then apply them to human affairs.”

BF Skinner

Task for today:

- Call, email or find the person that introduced you to this science and thank them for introducing you to such a rewarding profession.

Questions?

“The methods of science have been enormously successful wherever they have been tried. **Let us then apply them to human affairs.”**

BF Skinner

The student is always right.

He is not asleep, not unmotivated, not sick

and he can learn a great deal if we provide the right contingencies of reinforcement.

Fred Keller