

## Techniques to Influence Corporate Water Behavior

Individuals can contribute significantly to water conservation by changing their behavior in the workplace. This paper addresses how to get employees to change their habits, daily routines, or overall behavior relating to water use in a typical office setting.

Businesses have strategy documents and multi-year business plans for their general operations. Water management and corresponding employee engagement is just an extension of this planning process. Setting up water conservation initiatives can be helpful in institutionalizing the culture of sustainability at your company that will then draw in and retain employees.

Understanding behavior change in any field can be broken down into three steps:

### Information

- Educate staff on rationale behind practices, connection to organization's mission
- Provide progress reports with data

### Control

- Allow staff to set targets and implementation plans
- Participation is voluntary

### Motivation

- Acknowledgement & praise
- Friendly competition
- Incentives & giveaways

Behavior change has to be a targeted objective practice by businesses to reshape both water policy and water attitude. This will be specific to each company, utilizing the three psychological strategies of applied behavior analysis, organizational behavior, and social norms.

Employee participation in decisions can lead to increased job satisfaction, organizational commitment, individual motivation, and job performance. Studies have shown that **sustainability practices can increase employee retention, productivity, and overall engagement.**

California is a great location to begin the movement towards behavior change, especially due to the recent drought. **Attention is already raised around water awareness in people's home life, so it's a comparatively easy transition to get people to change at work.**

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