

# Controlling Behavior

## Individual Project

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### **Project Objective**

Design a behavioral adjustment program supported by learning theory

### **Project Instructions**

You are a consultant working for the Institute of Advanced Psychological Principles (IAPP) which has been contracted by several different clients to develop a behavioral adjustment program. As a consultant of IAPP you have been asked to review these requests and select which client you wish to take on.

*Client #1* – Egghead Industries is a small business with a total of 30 employees. They operate from a building in Sacramento and their employees provide customer service for larger companies. Egghead Industries has recently seen a sharp drop in productivity in the workplace, an increase in employees arriving late to work, and an overall drop in employee satisfaction. They have contracted IAPP to help them to reverse these trends.

*Client #2* – A parent has contracted with IAPP because they have a 7 year old female child who is becoming unmanageable at home. Both parents work full-time and both children are in elementary school. Their other child is a typical 5 year old boy, but is generally easy to manage at home. They have observed oppositional behavior from their 7 year old female child who is consistently not following directions, not completing household chores, and picking on her 5 year old brother. They have contracted with IAPP to create a behavioral adjustment program to improve their home environment.

*Client #3* – Tehachapi Unified School District has contacted IAPP to improve their overall campus climate for students in light of the recent suicides of young gay and lesbian students. They have received an increase number of bullying and harassment reports from students, as well as a reported decrease in feelings of safety from students. Tehachapi is hoping to improve the safety for gay and lesbian students as well as to increase a sense of community on its campuses.

Using what you have learned about shaping and conditioning behavior, create a behavioral adjustment program for your client. As per all contracts with IAPP you will use the required program design format, which is a bullet-point outline of proposed strategies to achieve your client's goals with a justification of each step that is supported by learning theory. Your proposed behavioral adjustment program must include at least 5 strategies (plus justification) which will be evaluated by another IAPP consultant before being given to your client.



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[Turn to the next page for some tips on how to maximize points!]

### Tips to Maximize Points

**Apply concepts and theories.** Anytime you are asked to post an analysis in a project you will be scored on your demonstrated understanding of the concepts you've learned as they relate to the topics you are discussing. Therefore to maximize points you should discuss concepts that were presented in the lesson(s) and apply them clearly when answering posted discussion questions. You are not expected to apply all of the concepts but you will be scored on how well you explain the ones that you do choose to apply in this project.

**Stay actively engaged.** You should be sure to pick projects that you find interested because you will feel compelled to engage in discussion with your group. If you are regularly participating in the process you will be creating opportunities to earn points by applying the concepts and theories you are learning about. There is no formula for how many times you have to post, however as a general rule it would be impossible to maximize points if you have only posted one time.

**Pay attention to project deadlines.** All of the projects require discussion and/or cooperation with others and the deadlines are designed to facilitate this process, so pay close attention to those deadlines. Although the Friday deadlines do allow for late submissions by Sunday (with a 5 point penalty), there are no late submission for Sunday deadlines.