• **Behavior that is undesirable, inappropriate, or unproductive.**
  - **Why?** The culture is rewarding the undesirable, inappropriate, or unproductive behavior. **Nothing bad happens to those that engage in it.**
  - **Suggested Solution?** The first step is to have an assessment done that will identify what is going right in your culture, so you do not inadvertently change any of those things. The assessment will also uncover the barriers to people doing what is right. And it will identify **what actions need to be taken first.** This is the most important step. Whatever is done first must be whatever will deliver the biggest return-on-investment, in the shortest period of time, with the highest probability for success. When this step is chosen and executed, it will send an immediate message to everyone that you are serious, that you are going to see this through, and that you are going to expect people to be accountable for their actions. Finally, the assessment will reveal the **road map to success** and provide the specific measures that should be used to monitor progress.