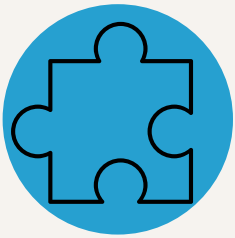
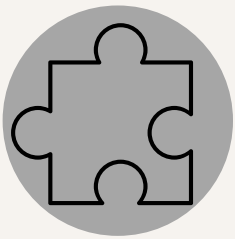
THEORY OF
Planned Behavior
A Leader's Guide to Safer Outcomes

Attitudes
How personal beliefs and evaluations shape our intentions.



Subjective Norms
The social pressures, spoken or unspoken, that influence our choices.



Perceived Behavioral Control

The sense of confidence (and resources) that determines whether we can follow through.

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4 Ways Leaders Can Strengthen Behavior Alignment:

- Shape Attitudes → Share data, stories, and tangible benefits.
- Set Norms → Model safe behavior, recognize those who follow procedures.
- Increase Control → Remove barriers, simplify reporting, provide training.
- Reinforce & Sustain → Acknowledge safe choices, celebrate successes.

WYVERN