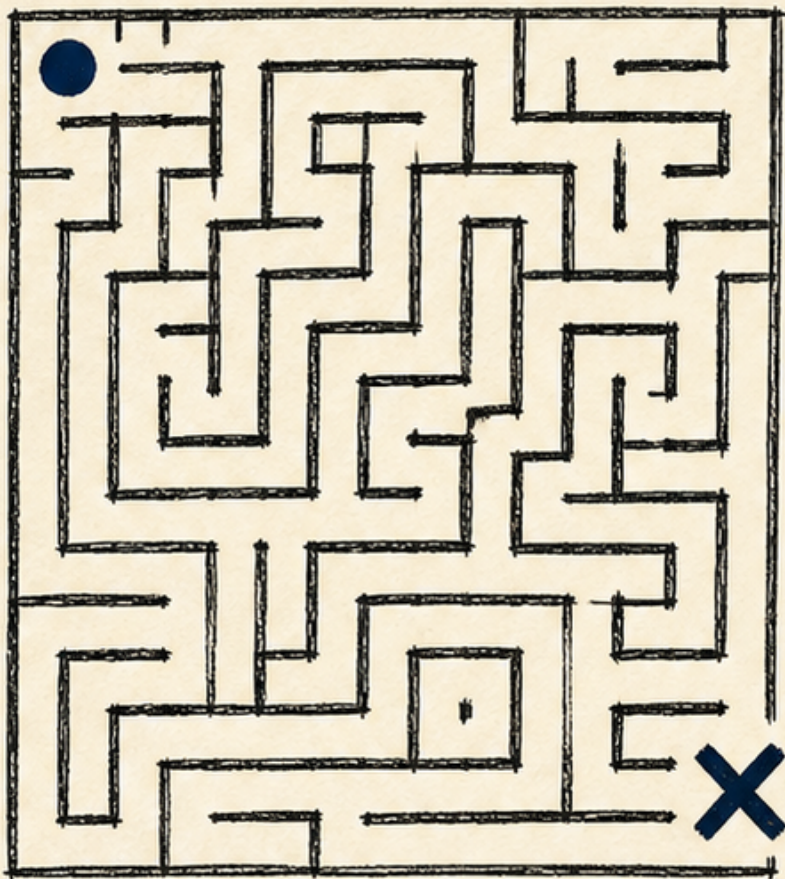


THE BEST PROCESS MAKES THE RIGHT ACTION EASIER.

Design the path —
not only the instruction.

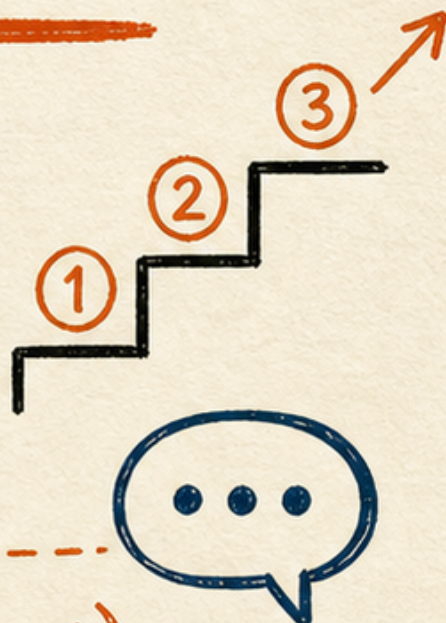
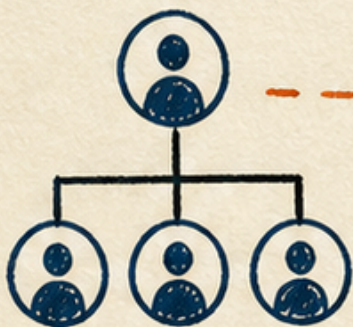
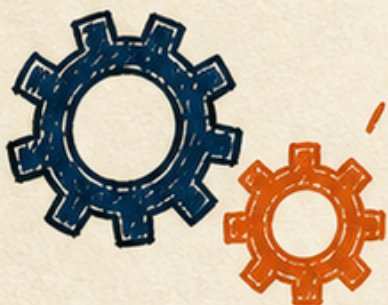


01 / 05

@mybusinessnotesdotcom

PEOPLE DO NOT **EXECUTE** INSTRUCTIONS IN A VACUUM.

The system
shapes the action.



DESIGN FOUR CONDITIONS



TRIGGER — when should it start?



PATH — what happens next?



TOOLS — what makes it easier?



FEEDBACK — how does it improve?

REMOVE FRICTION



Fewer handoffs



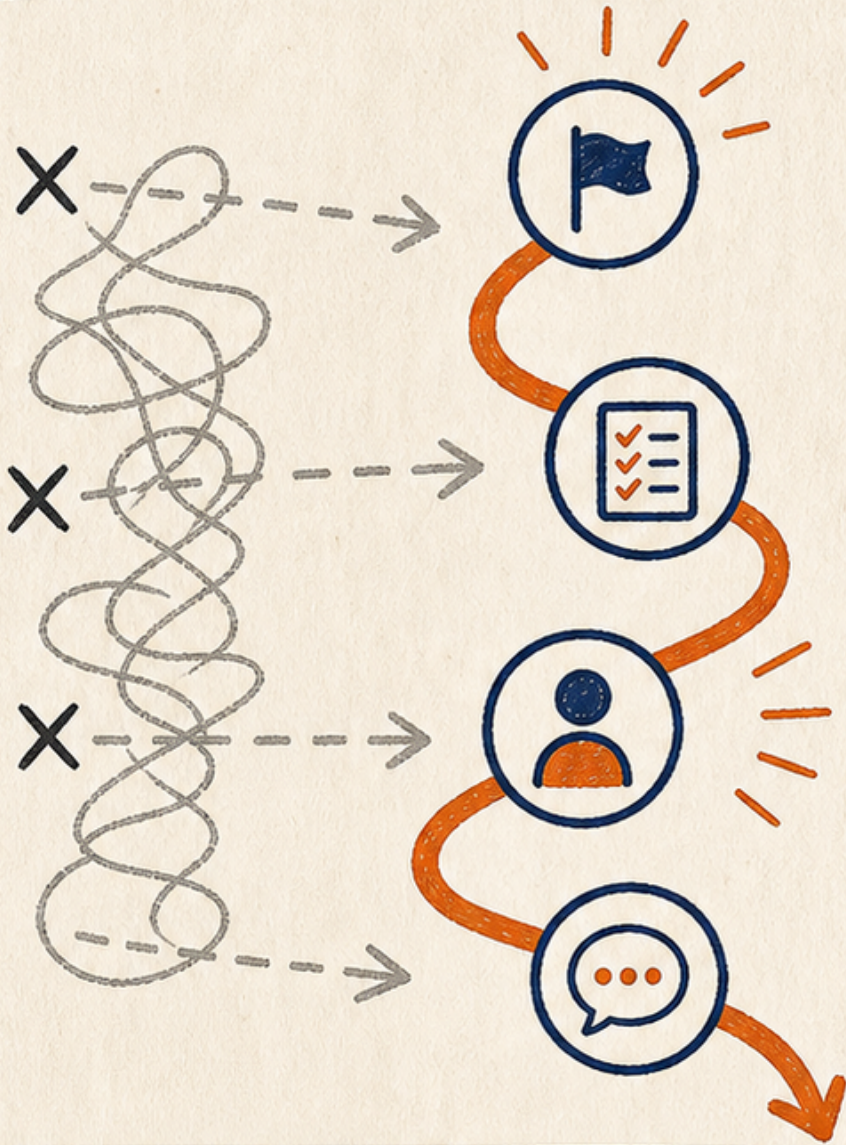
Clear defaults



Visible ownership



Fast feedback



Make the **right action**
the easy action.



DO NOT BLAME PEOPLE FOR A PATH THE SYSTEM MADE DIFFICULT.



Which right action
is still too difficult?

REDESIGN THE PATH

