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S.E.R.V.I.C.E. Model to Behavioural Change

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Human beings make life flourish by the things they do with WHO THEY ARE and WHAT THEY POSSESS. Behaviour can be described as: THE WAY in which people CONDUCT themselves. Human Behaviour is about the MANAGEMENT of ACTIONS.

5 Key Considerations in Understanding Human Behaviour

We all strive to predict other people's behaviour in our day-to-day relationships with them. Most often than not we become prejudiced and stereotypical in our verdicts of people's conduct. Here's a list of five things that can serve as guidelines when seeking to know why people do the things they do.

- **It follows a PATTERN.** Behaviours are repetitive in nature. They are not a one-off act performed other people. If you can observe the trends, you will predict the act.
- **It is a PLANNED EXPRESSION.** Behaviours are manifestations of thoughts. Nothing is done without some prior mental contemplation.
- **It is DIRECTED and TARGETED.** Behaviours always seek to have an effect. They are not expressed without the intention to have an impact.
- **It can be CONTROLLED.** Behaviours can be influenced. Our conduct can be changed by the influence of many things that touch on our emotions.
- **It can be ORGANIZED.** Behaviours are coordinated. They are systemic in nature.



Influencers of Human Behaviour

There are two broad sources of the influence that impact our conduct. They are our interactions and inclinations. These two classifications have elements that further explain how we get persuaded to do the things we do.

INTERACTIONS: This refers to the activities that occur as two or more things impact one another. The following are points of interaction that influence our behaviour.

- **People.** The quality of people you relate with will affect your perception of life and ultimately influence how you respond to life.
- **Places.** Your environment has an impact on how you conduct yourself. The environment is the custodian of culture. It influences your language. The places you live, work, worship, study, and even visit have the capacity to affect your conduct.
- **Process.** The way things are achieved also impact your conduct. The procedures you have been a part of and the attendant results that follow it are influencers of your behaviour.
- **Pleasure.** When you derive pleasure in a thing or an outcome, your tendency to retain the actions that led to that feeling will be high.
- **Pain.** Just as in pleasure, when you experience hurts from an outcome, you will strive to do differently in order to avoid the pain that comes from the actions.



NATURAL INCLINATIONS: This is your natural tendency to do things in a certain way. This disposition of yours is simply a reflection of one thing: your personality.

- **Personality:** This is your make-up. It is how you have been wired from birth. It is your nature. Your personality is a collection of your attributes. It is a reflection of your characteristics.



Why Understand Human Behaviour?

The ultimate reason behind understanding the psychology of human behaviour is **TO INFLUENCE ACTION**. The points of influence include.

- **Activities:** We seek to influence what people do and how they do it.
- **Bearing:** We seek to influence people's frame of reference.
- **Opinions:** We seek to influence people's pattern of thought.
- **Vision:** We strive to influence the goals and aspirations of others.
- **Experience:** We strive to influence people by exposing them to events that will leave them with impressions.



How do I Influence Human Behaviour?: Introducing the S.E.R.V.I.C.E. Model

In this article, I am proposing a 7-point model to influencing behaviour. This model includes 7 actions that can be taken within the contexts of the issues aforementioned. They are arranged to form an acronym called S.E.R.V.I.C.E.

- **Sanctions:** This is the meted penalty for committing an infraction or violating a principle. It can be administered by anyone who has authority to keep you accountable for good conduct and this includes you. Punishment is for refinement. It helps us remain more disciplined and committed to noble courses of action.
- **Empowerment:** The second way to influence people's behaviour is to equip them. Don't expect that people will conform to a norm if there are no resources to do so. Many a time leaders demand a compliance without commensurate enablers.
- **Rewards:** One way to reinforce positive behaviour is to reward it. Rewards are points of recognition that what has been produced is appreciated and will be desired. No matter the form of reward, it is important that conduct must be appreciated.
- **Vision:** If you want to influence people's behaviour, set new goals for them. When organizations set new aspirations, it influences how they conduct their business. Ambitions are triggers of change. They inform new behaviours and discontinue unproductive ones.
- **Inspiration:** If you want people to change their behaviour, show them positive outcomes emanating from desired behaviours. People change when they see that the price to pay for desired results is affordable.



- **Coercion:** Another form of influence is the use of threats. I have seen a number of people become transformed simply because they wanted to avoid the harsh consequences of an action. While this is not the most desirable element of this model, it has produced results as evidenced in transformed lives.
- **Examples:** One feature of this model is the effect that the lives of others will have on those seeking new behaviours. The influence will come from mentors, coaches, role models, supervisors, sponsors, and the likes. If you want to see a changed life, point them to a transformed one and they will naturally follow in the same stead.



Final Word

All the suggestions and ideas put forth here will not amount to anything if the desired behaviours are not continuously practiced. Newly formed behaviours become ineffective if habits are not affected.





Profile for Dr. Olumuyiwa Akinrole Oludayo

Dr. Olumuyiwa Akinrole Oludayo is a transformative leader and consultant with a distinguished career across higher education, human resource management, and organisational development. His professional journey reflects an enduring commitment to influencing impactful change and advancing practices that drive growth and excellence at both individual and organisational levels.

With a strong foundation in academia, Dr. Oludayo has contributed extensively to higher education as a Member of Faculty for Human Resource Management, guiding the next generation of professionals and leaders. His roles as Dean of Students, Registrar, and Director of the African Leadership Development Centre have enabled him to influence institutional leadership and capacity-building across Africa, crafting learning environments that are centred on holistic development and resilience.

As a Research Fellow with the Chartered Institute of Personnel Management of Nigeria, Dr. Oludayo has made notable contributions to HR practice in Nigeria. His publications and development of frameworks have significantly shaped best practices within the industry, equipping HR professionals with contextually relevant strategies that address both contemporary and emerging challenges.

Organisations that engage Dr. Oludayo's consulting expertise benefit from a wealth of experience and a bespoke approach to people management. Through his work, he has supported a diverse range of organisations in optimising their talent strategies, enhancing leadership capacity, and creating resilient teams. His consulting work is marked by a commitment to solutions that are analytically robust and deeply aligned with an organisation's unique culture and objectives.

By partnering with Dr. Oludayo, organisations gain access to innovative approaches to talent development and organisational effectiveness. His strategic guidance encourages a culture of resilience, adaptability, and continuous improvement. His proven ability to integrate strategic insight with a people-centred approach makes him an invaluable asset for organisations striving for sustainable growth and a competitive edge.

In bridging the realms of academia, research, and practical consulting, Dr. Oludayo offers a holistic perspective that is both visionary and results-driven. His contributions go beyond enhancing performance; they cultivate lasting organisational value, enabling businesses to thrive through a stronger, more cohesive approach to human capital management.

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