

CORE Activity

Think about a situation that you can apply the CORE Model to. For example, you might want to consider how a business customer or a member of your team is reacting to changes that have been announced. Put yourself in the other person's shoes and consider how their behaviour may be impacted by each of the CORE elements either being threatened or rewarded.

Work your way through the handout by firstly considering what may be causing a threat response? You may not observe a threat in all elements.

Now think about what may prompt a reward response? Again, you may not be able to do this in all elements.

CORE ELEMENT	Threat triggers	Reward triggers
Certainty - our confidence that we know what the future holds		
Options - the extent to which we feel we have choices		
Reputation - our relative importance to others (our social ranking)		
Equity - our sense of fairness		

Where there is a threat response - could you remove it? What could you do differently to create a more positive response or to help the person mitigate the response?

Where this is not possible, how can a reward response be created in this element, or if not this element, another?

Once you have done this if you have time discuss your results with a colleague. Do they have other ideas for mitigating the threat?