



...who makes that **one tiny mistake**

Police Constabulary – Overcoming resistance to change

This Police Constabulary needed to reduce the amount of inaccurate data being inputted by their staff. In order for the current behaviour to change the staff needed to understand the reasons and benefits for change and to realise the extensive impact that their role has on the police force and the public.

Every day thousands of pieces of information are entered into the Constabulary's system. This information is used in a variety of ways to prevent and solve crime. Inaccurate information leads to connections not being made and in the worst case loss of life. Accurate data entry is critical to Police operations – without this they cannot serve and protect the public.

Everyone involved in front line policing has stressful and demanding jobs and it is not always possible to ensure accurate data entry. Everyone is aware of when inaccurate data affects them – wastes their time, puts them in danger, reduces public confidence – but not always aware of how their mistakes impact on others and the huge range of people that can be affected. They are all part of the crime solving process and if their data entry part of this process is inaccurate then lives are put in danger and crimes go unsolved.

Cognac Solution

Through the Big Picture process of interviews and analysis we realised the overriding need was to illustrate the impact and knock-on consequences of inaccurate data on other people.

We chose a lottery theme with a hard-hitting twist. The lottery theme illustrates how one tiny mistake impacts a lot of people and can lead to massive consequences. The light-hearted approach draws people in, but then draws them down towards a very hard-hitting message. The familiarity of lottery imagery engages people and makes the message 'sticky'. The use of slogans like 'It could be you' challenges the 'It'll never happen to me' attitude.

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To obtain further case studies or discuss your situation, please call Anna on: **020 7084 6747** or email anna.brandon@cognac.co.uk



