

# Why Employees Don't Do What They're Supposed To Do

	Performance Gap	Responsive Action
1	They don't know what they're supposed to do.	
2	They don't know how to do it.	
3	They don't know why they should do it.	
4	They think they are doing it (lack of feedback).	
5	There are obstacles beyond their control.	
6	They think it will not work.	
7	They think their way is better.	
8	They think something is more important (priorities).	
9	There is no positive consequence to them for doing it.	
10	There is a negative consequence to them for doing it.	
11	There is a positive consequence to them for not doing it.	
12	There is no negative consequence to them for not doing it.	
13	Personal limits (capacities).	
14	Personal problems.	
15	Fear (they anticipate future negative consequences).	
16	No one could do it.	

Source: Fournies, Ferdinand F. (2000). [Coaching for Improved Work Performance](#).

New York: McGraw Hill. p. 94.