




How to close the know-do gap

What do we mean by know-do gap

Knowing what needs to be done doesn't always lead to action. The 'know-do gap' can hold us back in our careers.

This might look and feel like:

-  You know how to prioritise your work, but you still don't take action to feel more in control
-  You know you should take breaks but you don't take action to protect your boundaries
-  You know you need to take time to learn but you struggle to redesign your day to fit it in.

Why does closing the gap matter?

1. It stops frustration from growing and feeling negative about the way you're working
2. It increases your self-awareness and ability to keep improving

Coach yourself question

What do you know...but still don't do at work?






Ideas for action

1. Start with self-awareness

BJ Fogg's [behaviour change model](#) identifies three elements that will help you take action to close the gap. Motivation, Ability and a Prompt

Ask yourself:

-  What is my drive to take action? (motivation)
-  How can I make it easier to do? (ability)
-  What would a good trigger be? (prompt)

2. Set yourself up for success





Gretchin Rubin identifies 4 profiles for sticking to things (rebel, upholder, questioner, obliher)

Knowing your tendency can help you set up situations in ways that make it more likely that you'll achieve your aims.

If you know your tendency, you can design your doing around it. [Take the quiz](#) to find out more.

3. Move from gaps to having a go

Ask yourself:

-  What's my gap?
-  What's my goal?
-  What's getting in the way?
-  What's a small thing I could have a go at?

4. Get a doing mentor

Get advice from someone who does what you want to well. Ask them about their approach. Sounds like:

*I admire your ability to.....
I know it matters, but I struggle to...
How would you approach that challenge?*

5. Do a doing dress rehearsal

Pick a day when you're going to intentionally put your knowledge into action. Reflect on what worked and get feedback from others. Pick one thing from the day to carry into your future 'performance.'

Recommended resources



The Smart-Talk Trap

HBR article by Jeffrey Pfeffer and Robert I. Sutton



Tiny Habits: Why Starting Small Makes Lasting Change Easy

BJ Fogg



Helen and Sarah share practical tips on self-awareness in episode #246 of Squiggly Careers.