

| Source 1: PERSONAL MOTIVATION |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Questions To Ask</b>       | <ul style="list-style-type: none"> <li>• In a room by themselves would employees want to engage in the behavior?</li> <li>• Do they hate it or enjoy it?</li> <li>• Do they find meaning in it?</li> <li>• Does it fit into their sense of who they are or who they want to be?</li> </ul>                                                                                                                                                                                                                                      |
| <b>Strategies</b>             | <b>Make the Undesirable Desirable</b> <ul style="list-style-type: none"> <li>• Link Crux adoption to faculty and student values of clinical excellence and patient safety.</li> <li>• Share success stories showing how digital preparation improves scanning confidence and reduces errors.</li> <li>• Use student testimonials and preceptor feedback to make the change emotionally meaningful.</li> <li>• Frame Crux as a way to honor the program's mission of producing competent, compassionate sonographers.</li> </ul> |

| Source 2: PERSONAL ABILITY |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Questions To Ask</b>    | <ul style="list-style-type: none"> <li>• Do employees have the knowledge, skills, and strength to be able to do the right thing?</li> <li>• Can they handle the toughest challenges they will face?</li> </ul>                                                                                                                                                                                                                                                                     |
| <b>Strategies</b>          | <b>Overinvest in Skill Building</b> <ul style="list-style-type: none"> <li>• Provide hands-on workshops for faculty on recording, indexing, and integrating Crux modules.</li> <li>• Offer micro-credential PD on flipped-lab pedagogy and digital feedback techniques.</li> <li>• Create practice labs for students to rehearse using Crux before clinical rotations.</li> <li>• Build structured rehearsal time for faculty to refine coaching and feedback delivery.</li> </ul> |

| Source 3: SOCIAL MOTIVATION |                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Questions To Ask</b>     | <ul style="list-style-type: none"> <li>• Are other people encouraging the right behavior or discouraging the wrong behavior?</li> <li>• Are people others respect modeling the right behaviors at the right time?</li> <li>• Do people have good relationships with those who are trying to influence them positively?</li> </ul>                                                                                                  |
| <b>Strategies</b>           | <b>Harness Peer Pressure</b> <ul style="list-style-type: none"> <li>• Identify faculty champions and early adopters who model Crux use.</li> <li>• Publicly recognize instructors who demonstrate measurable improvements in student competency.</li> <li>• Encourage peer-to-peer sharing of successful strategies during weekly WIG sessions.</li> <li>• Use student mentors to normalize Crux use among new cohorts.</li> </ul> |

| Source 4: SOCIAL ABILITY |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <b>Questions To Ask</b>  | <ul style="list-style-type: none"> <li>• Do others provide the help, information, and resources required, particularly at critical times?</li> </ul>                                                                                                                                                                                                                                                                                                  |
| <b>Strategies</b>        | <b>Find Strength in Numbers</b> <ul style="list-style-type: none"> <li>• Pair faculty in mentor-mentee partnerships for module creation and feedback calibration.</li> <li>• Form collaborative working groups to co-develop indexed content.</li> <li>• Engage clinical preceptors and advisory committee members to reinforce expectations.</li> <li>• Create a shared repository for modules and rubrics accessible to all instructors.</li> </ul> |

| Source 5: STRUCTURAL MOTIVATION |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| <b>Questions To Ask</b>         | <ul style="list-style-type: none"> <li>• Are there rewards—pay, promotions, performance reviews, or perks?</li> <li>• Are there costs?</li> <li>• Do rewards encourage the right behaviors and costs discourage the wrong ones?</li> </ul>                                                                                                                                                                                                                     |
| <b>Strategies</b>               | <b>Design Rewards and Demand Accountability</b> <ul style="list-style-type: none"> <li>• Embed Crux expectations into syllabi, lab policies, and performance evaluations.</li> <li>• Tie faculty participation to professional development credit or recognition.</li> <li>• Maintain a visible scoreboard tracking adoption and student outcomes.</li> <li>• Celebrate milestones—module completion, improved pass rates, and reduced remediation.</li> </ul> |

| Source 6: STRUCTURAL ABILITY |                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| <b>Questions To Ask</b>      | <ul style="list-style-type: none"> <li>• Does the environment (tools, facilities, information, reports, proximity to others, policies, work processes, etc.) enable good behavior or bad?</li> <li>• Are there enough cues and reminders to help people stay on course?</li> </ul>                                                                                                                                     |
| <b>Strategies</b>            | <b>Change the Environment</b> <ul style="list-style-type: none"> <li>• Provide 360° camera, editing software, and hosting platform for seamless access.</li> <li>• Ensure Crux is available outside the LMS for continuous use.</li> <li>• Create a dedicated digital workspace for module development and review.</li> <li>• Use dashboards and data streams to display progress and reinforce engagement.</li> </ul> |