Bystander Intervention

Notice the Incident	Interpret Incident as an Emergency	Assume Responsibility	Attempt to Help

Factors That Decide Whether Organizational Members Help Or Not

It's important to understand the factors that support or degrade helping behaviors within your organization. By considering these factors, organizations can cultivate a culture of service and support, which in turn positively influences overall performance and operational outcomes.

Situational Ambiguity

Unclear situations where it's not obvious if there's an emergency or not.

Perceived Cost

The perception of potential personal sacrifices, such as time, effort, or risk, involved in helping.

Diffusion of Responsibility

People feeling less responsible to act because they think someone else will do it instead.

Similarity

Willingness to help someone seen as similar in background or beliefs.

Mood

Current feelings can influence a willingness to help.

Gender

How gender influences the likelihood of receiving assistance. Example: Women often receiving more help.

Attribution of Cause of Need

A judgement if the person in need deserves help or not.

Social Norms

Established rules within an organization's culture that influence how people help others.