Think of a behavior in your team that is considered the norm that you would like to change. (Examples; not using PPE, not completing paperwork, not washing hands before handling food)

Identify a good business reason for the change

Do a current state analysis of the relevant culture about the norm

Create a goal - what do you want the behavior to be?

Think of some activities that you will need do to influence the behavior you want to change

How will you review to see if your project had delivered the change you wanted to see?