

THE ANTECEDENT, BEHAVIOR AND CONSEQUENCE MODEL

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Key words: antecedent, behavior, consequence

ABSTRACT

The ABC Model, known as the three-term contingency - Antecedent, Behavior and Consequence refers to the fact that every behavior is affected by something that comes before it and by what it produces. Antecedents start behavior. Consequences maintain behavior. The two operating together establish the strongest conditions for individual and business success. The ABC is a chain of interwoven events. Consequences for one action can quickly become an antecedent for another action. This interplay in real time is within moments of one another.

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