The push and pull of behaviour change
Knowing when to use the right behaviour change model

LINDSEY HORNE
There are many frameworks to help at different stages of behaviour change and to suit different objectives.

**Opportunity**
- Can do

**Motivation**
- Want to

**Capability**
- Know how

**Reinforces**
- 05

**Actuation**
- 04

**Drivers**
- 01

**Restraints**
- 02

**Activators**
- 03

**Messeger**
- 00

- We are heavily influenced by who communicated the information.

**Incentives**
- Our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses.

**Norms**
- We are strongly influenced by what others do.

**Defaults**
- We 'go with the flow' of pre-set options.

**Salience**
- Our attention is drawn to what is novel and seems relevant to us.

**Priming**
- Our acts are often influenced by sub-conscious cues.

**Affect**
- Our emotional associations can powerfully shape our actions.

**Commitments**
- We seek to be consistent with our public promises, and reciprocate acts.

**Ego**
- We act in ways that make us feel better about ourselves.

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INCENTIVES: our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses.

NORMS: we are strongly influenced by what others do.

DEFAULTS: we 'go with the flow' of pre-set options.

SALIENCE: our attention is drawn to what is novel and seems relevant to us.

PRIMING: our acts are often influenced by sub-conscious cues.

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COMMITMENTS  we seek to be consistent with our public promises, and reciprocate acts

EGO  we act in ways that make us feel better about ourselves
Consider the norms that are influencing the balance

WHICH ONE IS...

1. DYNAMIC
2. STRONGLY HELD
3. WEAKLY HELD
I'm not racist

There are laws around equality

I am now seeing acts of racism

UNCONSCIOUS BIAS

KEY
1 DYNAMIC
2 STRONGLY HELD
3 WEAKLY HELD
Drivers

02

Restraints

01 03

Activators

04

Reinforces

05

Actuation
Drivers

Individual
Social context
Culture e-tradictions
Current trends
**Restraints**

- Triggers
- Levels of consciousness
- Cognitive biases
- Routines
- Barriers
Activators

Finding easy transition
+ Change pathways
+ Experiences
Actuation

Trigger reward through Emotional responses + Experiences
Support repetition
+ Routine
+ Social endorsement
BEHAVIOUR
BEHAVIOUR