



Behavioural Change Planner – Level 1

<p>Who? Individual Small group Large group Population</p> <p>Personality traits?</p>	<p>What? What behaviour</p> <p>To what? Ideal behaviour</p>	<p>Where? What is the context? In what group? In what location? With which people?</p>
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Based on the above analysis decide on which aspects would create the largest impact and/or be the easiest to influence:

<p>Antecedent Change environment Change mindset Change personality</p>	<p>Behaviour Change behaviours Measure behaviours</p>	<p>Consequence Change reward systems Create consequences Measure consequences</p>
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Based on the above decide how to approach the change initiative:

<p>Environment What changes?</p>	<p>Instruct Tell what? How? When? How often? By whom?</p>	<p>Motivate How to motivate? Through what channels? By whom? How to engage? How long? How often? What resources?</p>	<p>Guide How to guide? Through what channels? By whom? How to engage? How long? How often? What resources?</p>	<p>Mandate What is mandate? Who delivers the mandate? How inform everybody? How police this?</p>
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And make sure this is likely to engage and stimulate:

<p>Heart Create an emotional message What emotions target? How to communicate the emotions?</p>	<p>Body Create simple actions.</p>	<p>Brain Create a clear and simple rationale. Supported with as much evidence as possible.</p>	<p>Peers Engage networks. Think of how to engage peers to influence others.</p>
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And:

- **Keep it simple**
- **Structure the process**
- **Make sure you have the resources**