



Behavioural Change Planner – Level 2

This complements the Behavioural Change Planner – Level 1

This gives a SCOAP analysis of factors that will help give a clear view of **Who** / how to **Motivate** /end emotional messaging the **Heart**. It will also help to clarify **antecedent, behaviour, and consequences** and how to impact these.

Which aspects of the SCOAP Framework will be approached with the change you plan:

<p>Antecedent A reflex or instinct? A learned reflex / habit A mindset A context / environment</p>	<p>Behaviour Map the impact to SCOAP using the table below.</p>	<p>Consequence Map consequences to the table below. Can consequences also increase SCOAP? Can you add consequences that increase SCOAP. How can you avoid negative consequences, particularly to SCOAP needs.</p>
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Analyse the change using this SCOAP table

	Achieve	Avoid	The Bad	The Messaging
Self-Esteem	What are the positive impacts of change?	What negative things do you avoid with the change?	What could the negative impacts of change be on this need?	Formulate the message using the achieve and the avoid.
Control				
Orientation				
Attachment				
Pleasure				

This messaging can and should be used for **Motivational** purposes.

This table will allow you to pre-empt potential blocks and challenges to change and therefore guide your actions and implementation of your change initiative.

What are potential Voltage Drops?

Equilibrium	Are there natural distributions? Will there be a natural balancing effect? Can it become viral?
Supply Side	Do we have the resources to keep this going? Finance? Manpower? Is it talent dependent?
Unintended consequences	Could there be negative spill overs? Will there be pushback? Will people stop doing other stuff? Be sceptical of human nature – what can go wrong?
Situations	Will this be applicable to all cultures Will this be applicable to all contexts?
Population	Will everybody be able to engage? Will everybody engage? Who will? Who won't?
False positives	Will this be positive everywhere? Are there examples when it hasn't worked? Did we ask the right questions? Did we collect enough feedback?

Use the above to design actions, set expectations, and pre-empt challenges.

How can we manage sustainability?

Gravity Effects

Human Nature	What is the natural pull? How can we counteract this? Is this population specific?
Critical mass	Do we have a critical mass? Can we keep this critical mass?
Phase Transition	Do we have a phase transition? Do we still need to give stimulus?
Stimulus and Habituation	How do we keep stimulus? How do we change the stimulus?

Sustainability

Resources	Do we have resources to continue?
Ritualise	Can the behaviour be ritualised?
Institutionalised	How can the behaviour be institutionalised?
Measurement	Can you measure the continued change? Who does this? When does this happen? Do you have the resources (see above)?
Review and reiterate	Review the impact? Make changes? Keep going? Do you have the resources (see above)?

Use the above to design actions, set expectations, and pre-empt challenges.