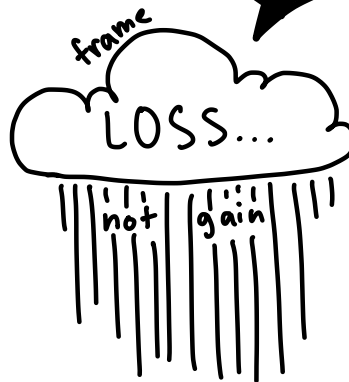
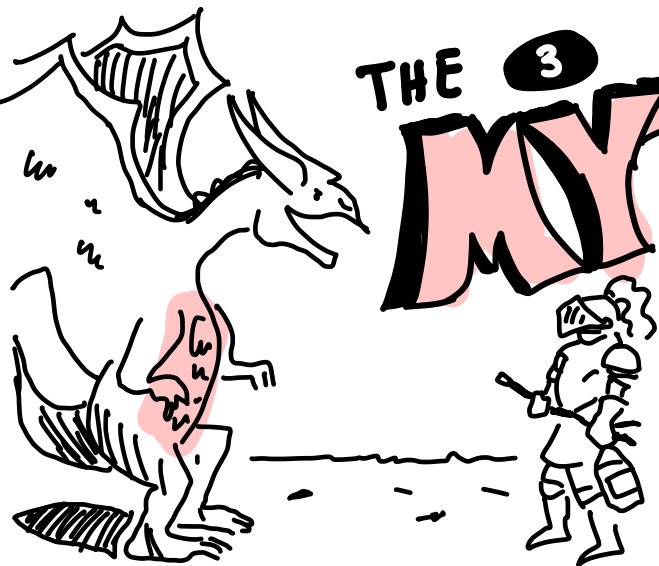


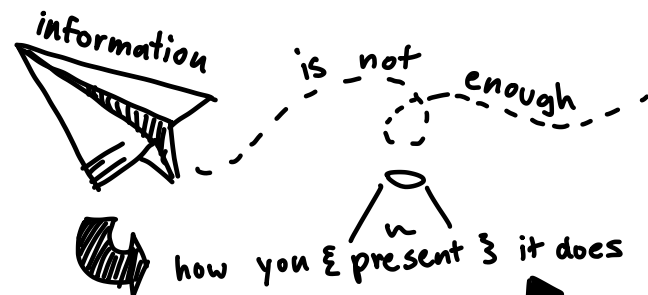
THE 3 MYTHS OF BEHAVIOR CHANGE



① education



will change behavior

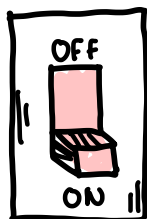


② you need to change

⚡ ATTITUDE ⚡ to change



attitudes follow behavior,
they don't predict it.



set behavioral
EXPECTATIONS

③

people know what //

≡ MOTIVATES ≡
them to take
ACTION!

// but they're unaware of
social norms

