

3 MYTHS of Behaviour Change

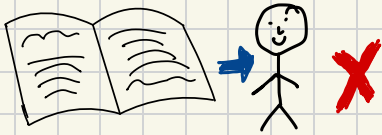
People don't change the way we think they do.

✗ MYTH #1

Information = Change

People will do better if they...

- > Know the facts
- > Understand the issue
- > Learn what to do.



Knowing $\neq$ Doing

☒ Action must be
Clear and Specific ☒

- Eat Healthy =
- Drive Safely =
- Conserve Energy =

One Click,
One Step

MAKE IT
☒ EASY

- > "Do exactly this!"
- > "Take one step!"

✗ MYTH #2

Attitudes $\rightarrow$ Behaviour

People will do better if they...

- > Really care
- > feel differently
- > Get inspired



We change by doing

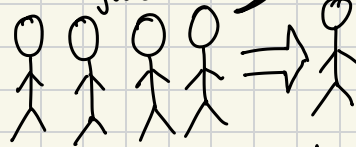
- Small wins, Habit first

✗ MYTH #3

People Know why they ACT

People will do better if they...

- > figure out motives 
- > Share their reasons
- > Set goals



- > What others are doing =
- > Peer's behaviours
- > Community trends

WHAT WORKS

MAKE IT
☒ SOCIAL

- > "Your neighbours are..."
- > "People like you are..."

MAKE IT
☒ VISIBLE

- > 75% of people... =
- > See how others ...

Design Behaviour, don't just explain it!