

YOUR GREATEST FDE?

COMMON SENSE

THE 3 MYTHS of behavior change

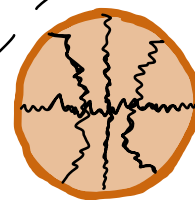
-BENNIE NKWANTABISA-

TANGIBLE

There are 16 cracks in your house.

OKAY.

VS.



The cracks in your house combined are AS BIG AS A BASKETBALL!

SOCIAL interaction is one of the most important tools for making change.

HOW YOU PRESENT INFO MATTERS.

PEOPLE **HATE** TO HEAR WHAT THEY'RE **losing**

"this TAKES AWAY from something valuable."

"20 days LOST every year."

"\$15,000 GONE every year."

DIFF. AUDIENCES? DIFF. INFO.



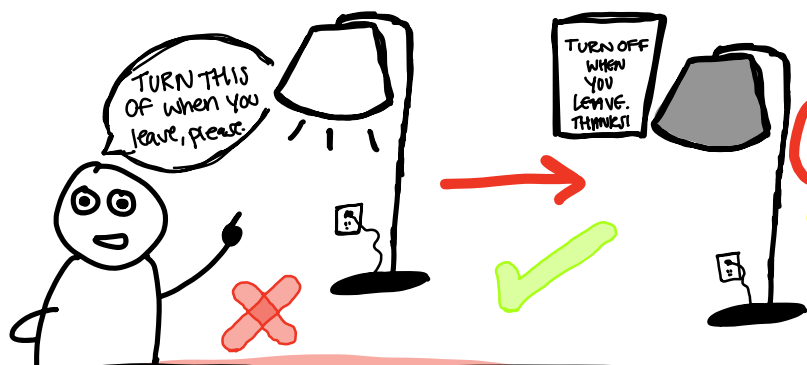
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CSU Soft 84% of ALL freshmen

CSU Soft 84% of freshmen WHO DRINK...

STOP TRYING TO CHANGE ATTITUDES; SET BEHAVIORAL EXPECTATIONS



FRAME MESSAGES AROUND UNDERLYING VALUES

APPEAL TO VALUES

ENVIRONMENTALIST?



SUPPORT GREEN BUILDINGS BECAUSE



SAVING

REDUCING WASTE

PEOPLE THINK THEY KNOW WHAT MOTIVATES THEM. THEY DON'T.



IMPROPER APPEAL TO SOCIAL NORMS CAN ACTUALLY ENCOURAGE THE BEHAVIOR YOU'RE TRYING TO CHANGE

80% of people stopped littering.

HUH, guess I'll stop too.

80% of people litter.

if everyone else does it, why should I care?

TAKE ADVANTAGE OF SOCIAL NORMS