

O X F O R D

Enabling behaviour change for good

2022

Why focus on Behaviour Change?

**Because nothing changes
unless people change**

Behaviour Change is not about
manipulating people with clever messages

It is about connecting with people, deeply
understanding their hopes and fears, and
helping them to adopt behaviours that will
benefit themselves and society

We ask a simple but specific question

All the reasons for the behaviour – rational and emotional, conscious and unconscious

Why do people do X and not Y?

Specific groups of people – not vague audiences – exactly who's behaviour are we looking at?

What they actually do, not their decision or intention or claims but real behaviour

Exactly what are they doing that we want to change?
Where, when, how?

Exactly what do we want them to do instead? Specific, identifiable, measurable

Adopting a new behaviour isn't just a rational choice

**We are influenced
by many factors**

Habits

What we usually do

Social norms

What (we think) others are doing

Heuristics and biases

'Rules of thumb' and assumptions

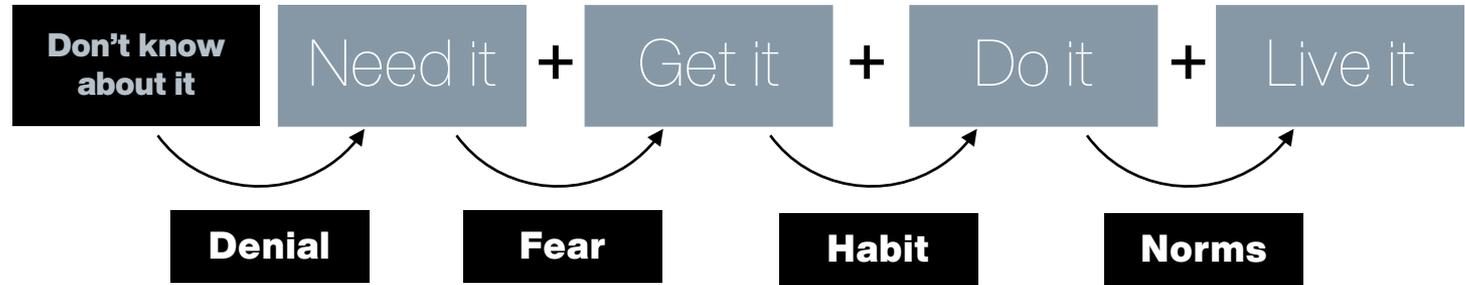
Priming

How choices are presented

Change is a journey, not a moment

The change
journey is not
straightforward

At each stage,
barriers make it easier
to stick than move



To make change stick, we need to make it easy and rewarding

We need to help people overcome these barriers to change

So leaders need to do more than ask, or tell, people to change. They have to provide the right support and incentives at each stage.

Denial	Fear	Habit	Norms
Create Relevance	Reassure	Provide Rewards	Work together
Engage emotionally – make people care	Make success achievable - break the challenge into small steps	Get tangible commitment	Create/ restate the social norm, so people align with the majority behaviour
Create dissatisfaction with the status quo	Avoid fear or recrimination that makes people defensive	Make it easy & pleasant to act	Build coalitions and use networks, find the right trusted messengers
	Teach skills	Create fast benefits, so people feel good about their efforts	Build self-efficacy and confidence
		Suggest swaps not costs, avoid a sense of 'loss'	Create barriers to back-sliding

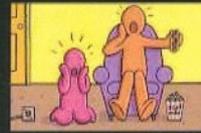
**hands up who
wants our kids
to live longer?**

Create dissatisfaction
with the status quo

5 A DAY
it's easier than
you think



Make success
achievable



So we thought ...that's not more of a
life...that's less of a life, and that's
terrible because we love the little
bilglters

Avoid fear or
recrimination

**8 lifestyle
changes**

Teach skills

step by step
Your guide to a healthy
and active family



Make it easy &
pleasant to act

**the
snack swapper**



Give swaps
not costs



Build coalitions
and use networks



Build self-efficacy
and confidence

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