

What influences behaviour change?

6 sources of influence

1. Personal motivation: Do I want to? Am I motivated?
2. Ability: Can I do it? Do I have? Practical skills (interpersonal, practical (applying for jobs etc), health (good nutrition, stress reduction)
3. Social: Motivation of friends / buddies
4. Coach: Give you support, skills, motivation, learning space, safe refuge
5. Incentives and rewards: Milestones, treats
6. Environment: home, work, community

Research

Your client needs to be their own research project and you their chief research coach.

They need to understand their own behaviour and how to influence it.

They need a customized plan made just for them in their own particular situation that integrates their own strengths and weaknesses and their environment.

1. Identify key moments
2. Create vital behaviours that go with them
3. Engage all 6 sources of influence
4. Turn bad days into learning