

# Intentions into Actions

Motivating People to Take Steps for Change



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“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead



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- Margaret Mead

“Everyone thinks of changing the world, but no one thinks of changing himself.”

- Leo Tolstoy



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# Understanding Human Behavior

WE ARE CREATURES OF HABIT



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# Changing Human Behavior

ENCOURAGE NEW HABITS... BUT HOW?



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# Changing Human Behavior

## ENCOURAGE NEW HABITS... BUT HOW?

- Link new habits to existing habits



# Changing Human Behavior

## ENCOURAGE NEW HABITS... BUT HOW?

- Link new habits to existing habits
- Break new behaviors into small steps



# Changing Human Behavior

## ENCOURAGE NEW HABITS... BUT HOW?

- Link new habits to existing habits
- Break new behaviors into small steps
- Provide rewards as motivators





# Changing Human Behavior

## ENCOURAGE NEW HABITS... BUT HOW?

- Link new habits to existing habits
- Break new behaviors into small steps
- Provide rewards as motivators
- Recognize people publicly when they succeed



# Understanding Human Behavior

WE THINK IN THE SHORT TERM



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# Changing Human Behavior

FOCUS ON THE LONG TERM... BUT HOW?



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# Changing Human Behavior

FOCUS ON THE LONG TERM... BUT HOW?

- Demonstrate cultural values



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# Changing Human Behavior

## FOCUS ON THE LONG TERM... BUT HOW?

- Demonstrate cultural values
- Work with elders



# Changing Human Behavior

## FOCUS ON THE LONG TERM... BUT HOW?

- Demonstrate cultural values
- Work with elders
- Educate the children



# Changing Human Behavior

## FOCUS ON THE LONG TERM... BUT HOW?

- Demonstrate cultural values
- Work with elders
- Educate the children
- Set short-term goals with long-term targets



# Understanding Human Behavior

## WE TAKE THE PATH OF LEAST RESISTANCE



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# Changing Human Behavior

MAKE THE HARD PATH EASIER... BUT HOW?



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# Changing Human Behavior

## MAKE THE HARD PATH EASIER... BUT HOW?

- Provide the resources for change



# Changing Human Behavior

## MAKE THE HARD PATH EASIER... BUT HOW?

- Provide the resources for change
- Give people incentives



# Changing Human Behavior

## MAKE THE HARD PATH EASIER... BUT HOW?

- Provide the resources for change
- Give people incentives
- Show how others have succeeded



# Changing Human Behavior

## MAKE THE HARD PATH EASIER... BUT HOW?

- Provide the resources for change
- Give people incentives
- Show how others have succeeded
- Demonstrate that the easy path is less rewarding



# Understanding Human Behavior

WE THINK CHANGE IS TOO HARD



# Changing Human Behavior

MAKE CHANGE EASIER... BUT HOW?



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# Changing Human Behavior

## MAKE CHANGE EASIER... BUT HOW?

- Make people feel good about it





# Changing Human Behavior

## MAKE CHANGE EASIER... BUT HOW?

- Make people feel good about it
- Provide them with the resources they need



# Changing Human Behavior

## MAKE CHANGE EASIER... BUT HOW?

- Make people feel good about it
- Provide them with the resources they need
- Give them options



# Changing Human Behavior

## MAKE CHANGE EASIER... BUT HOW?

- Make people feel good about it
- Provide them with the resources they need
- Give them options
- Remove obstacles



# Understanding Human Behavior

## WE THINK WE CAN'T MAKE A DIFFERENCE



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# Changing Human Behavior

SHOW PEOPLE THEY DO MAKE A DIFFERENCE... BUT HOW?



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# Changing Human Behavior

SHOW PEOPLE THEY DO MAKE A DIFFERENCE... BUT HOW?

- Make them feel like part of a team



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# Changing Human Behavior

SHOW PEOPLE THEY DO MAKE A DIFFERENCE... BUT HOW?

- Make them feel like part of a team
- Demonstrate how individual effort becomes collective effort



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# Changing Human Behavior

## SHOW PEOPLE THEY DO MAKE A DIFFERENCE... BUT HOW?

- Make them feel like part of a team
- Demonstrate how individual effort becomes collective effort
- Publicize results with numbers AND pictures





# Changing Human Behavior

## SHOW PEOPLE THEY DO MAKE A DIFFERENCE... BUT HOW?

- Make them feel like part of a team
- Demonstrate how individual effort becomes collective effort
- Publicize results with numbers AND pictures
- Give regular progress updates



# Intentions into Actions

GOOD INTENTIONS CAN TURN INTO GOOD ACTIONS!



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# Intentions into Actions

GOOD INTENTIONS CAN TURN INTO GOOD ACTIONS!

Questions, comments, collaborations? Contact me!

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