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| Write a short statement detailing the behavior you want to change*“Currently {audience} does {action}. I want them to do {action instead}”* |
| **List the drivers causing the current behavior and/or preventing this behavior from taking place** |
| **Personality**What does your audience currently believe about this behavior?  |  |
| **Social norms**Does your audience currently see other people like them performing this behavior?  |  |
| **Environment**Does the environment make it easy to perform this behavior?  |  |
| **Habits**If they perform this behavior, is the reward better than anticipated? |  |
| **List the constraints that are preventing you from** **overcoming this challenge today** |
| **Motivation**ApathyFear of the unknownFear of going outside comfort zoneFear of rejection | (add relevant constraints here) |
| **Knowledge**What knowledge do I need?Does this information exist?Where does this information exist?Who can find the information?How reliability is this information?How relevant is this information? |  |
| **Resources**TimeMoneyManpowerPermissionMisc |  |
| **Skills / Microskills**PersuasionCredibilityRelationship buildingInfluence |  |
| **Write a clear statement of what you need to progress in your goal** |
| e.g. “*To get more colleagues to share knowledge, I need to persuade them about the value of that behavior and have a small group of people like them they can see doing it. This hasn’t occurred yet because I can’t persuade them and I don’t have the resources to make the platform easier to use. “**(remove and replace with your own)* |