|  |  |
| --- | --- |
| 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**  Apathy  Fear of the unknown  Fear of going outside comfort zone  Fear 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**  Time  Money  Manpower  Permission  Misc |  |
| **Skills / Microskills**  Persuasion  Credibility  Relationship building  Influence |  |
| **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)* | |