



**CELEBRATING
TWENTY YEARS OF
GOOD THINGS**

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ENGINE / CREATORS OF POSITIVE CHANGE



Demystifying Behavioural Change

Special Government Webinar

22 July 2020

Question & Answers:

Question 1:

We get criticised that our campaigns don't completely stop the behaviour – what are we doing wrong? – *Linda.*

A: If you're able to pre and post-test and you're seeing improvement, then you're on the right track. As we noted in the webinar, behaviour is notoriously hard to affect and humans don't like change, so it's folly to think you'll get a 100% result. Look at your own behaviour – “just one more wedge of cheese THEN I'll stop”. Even if you're a High C (High Compliance on the DISC scale), it's still hard to completely alter your learnt behaviours. So, our advice > set realistic targets, stay consistent in message, and prompt when your audience have the motivation and ability to act.

Question 2:

What behaviour model does Engine use? – *William.*

A: While the 6 stage DiClemente TTM (Trans-Theoretical Model) has some merit and we do consider what stage our audience might be in when working on campaigns, we also align with the BJ Fogg method of seeking a balance between Ability and Motivation to find a way to elicit behaviour change. We pride ourselves on mining hard for insights that let us find a true connection with the audience so we can ensure there's a positive effect courtesy of the campaign.

Thanks for participating. If you have any further questions or would like to chat, please reach out at enquiry@enginegroup.com.au or feel free to have a look at our website <http://enginegroup.com.au/>