



HUMAN BEHAVIOUR CHANGE

F O R A N I M A L S



AM I IN THE RIGHT ROOM CHECK



Wunsiedel, Germany

ABOUT UNLEASHED



BEHAVIOUR CHANGE...

What is it?

Why does it matter?





WHAT'S MISSING HERE?

BELIEFS

Ideas you hold to be true

EXPERIENCE
CULTURE
FAITH
MENTORS



VALUES

What's important to you

FAMILY
STATUS
INTEGRITY
COMPASSION



ATTITUDES

How you respond to situations

PEER PRESSURE
CONVENIENCE
LIKES/DISLIKES
PERSONALITY






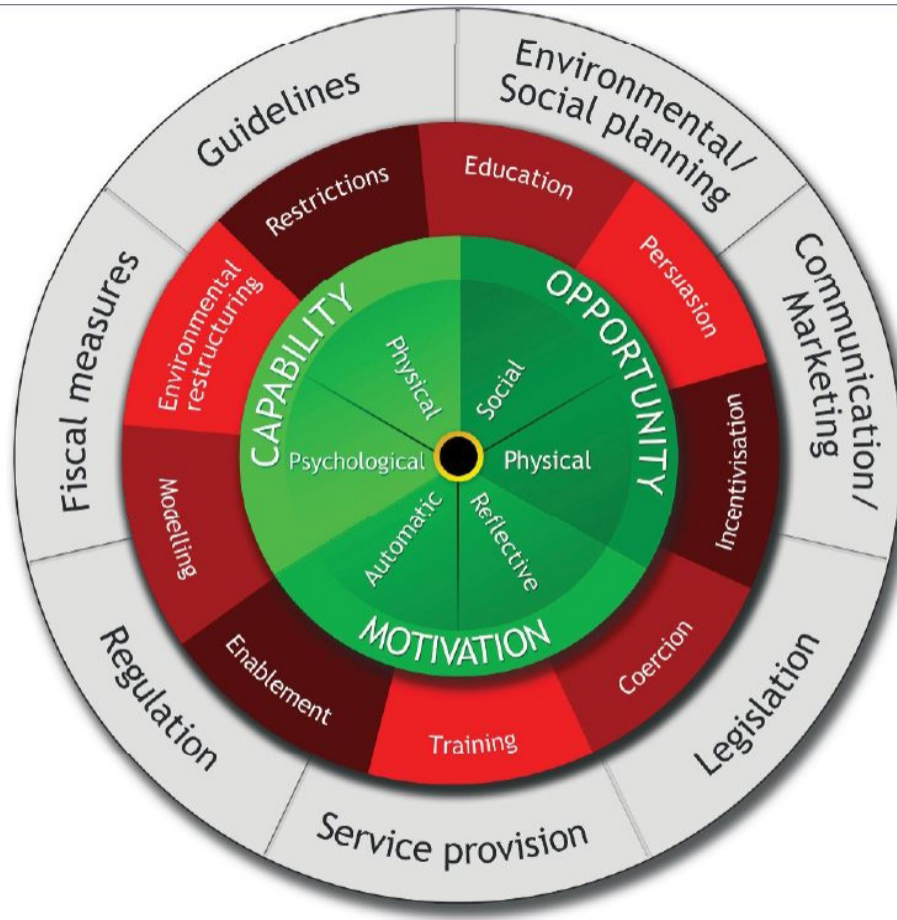
BEHAVIOURS

The actions you take

SOCIAL NORMS
OPPORTUNITIES
BARRIERS
SKILLS

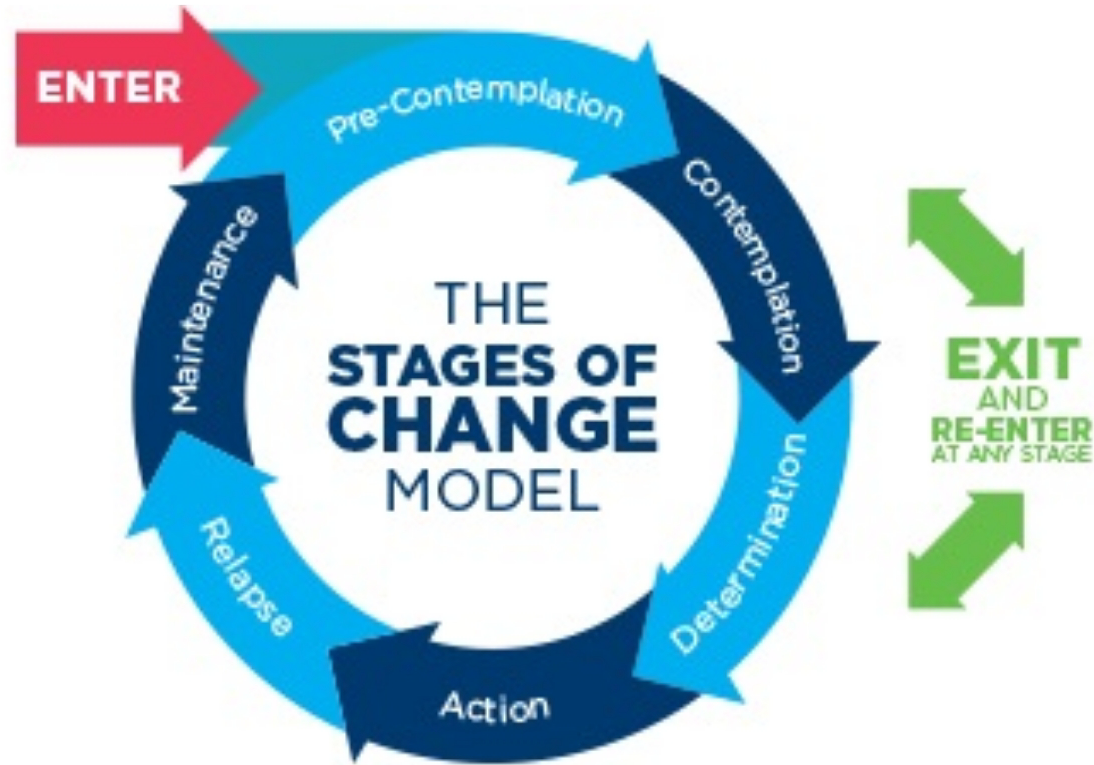


-  Sources of behaviour
-  Intervention functions
-  Policy categories



The Behaviour Change Wheel - Michie, Stralen and West, 2011

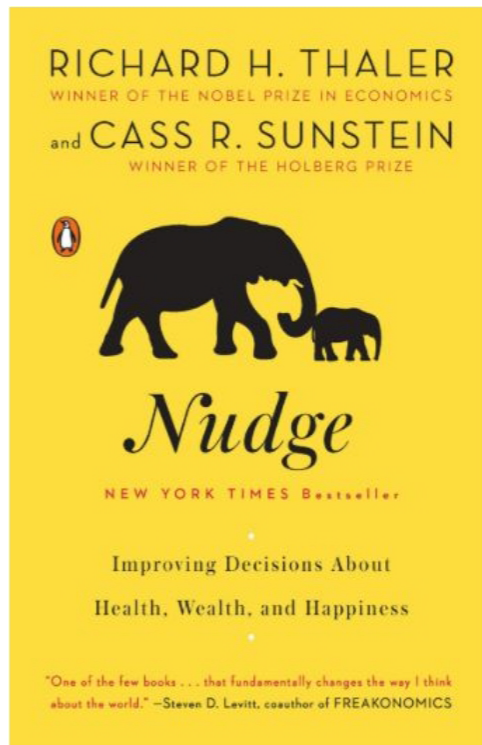
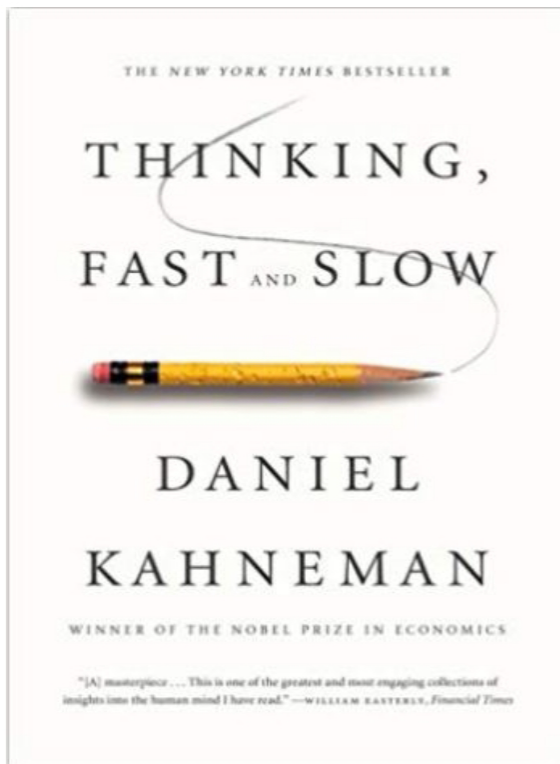
TRANSTHEORETICAL MODEL OF BEHAVIOUR CHANGE



Adapted from: James O. Prochaska, Wayne F. Velicer (1997). The Transtheoretical Model of Health Behaviour Change. American Journal of Health Promotion. 1997;12(1):38-48

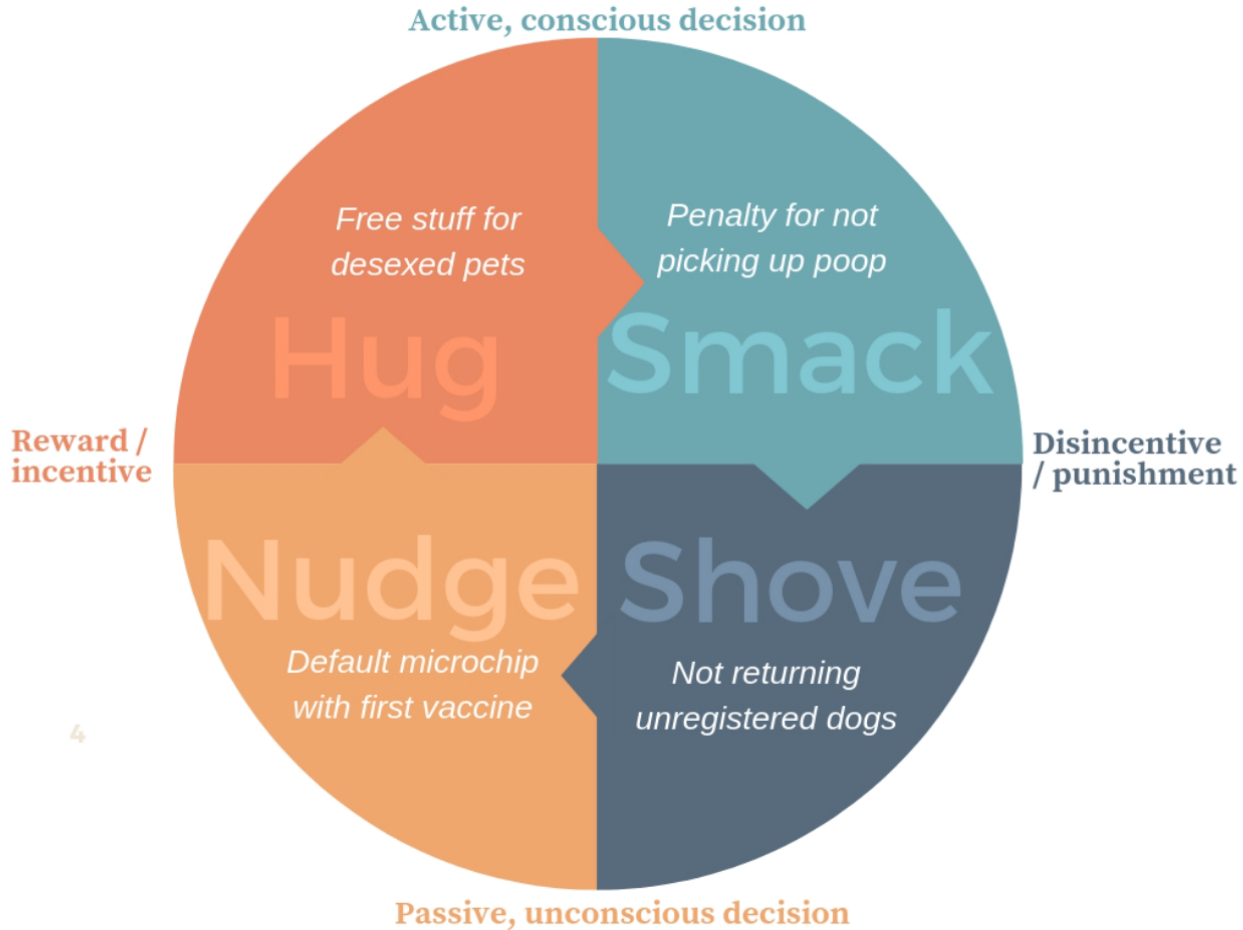


BEHAVIOURAL ECONOMICS





POLICY DESIGN PRINCIPLES





Choice Architecture



UNLEASHED

COACHING AND CONSULTING