

WORKSHEET 4.3

CHANGE HABITS

How could you support to change
habits?

3 CHANGE HABITS

PROCESS:

1. FIND THE MOTIVATION
2. PLAN THE HABIT
3. SET UP REINFORCEMENTS
4. CHANGE CYCLE

WITH INSTRUCTION TEXTS

Fill out the text



Follow the instructions displayed in the yellow callouts.

1. FIND THE MOTIVATION

3 CHANGE HABITS

Target audience:

Target action:



Strategy to find the motivation

Support users finding their motivation:

When

How

How to track

How to communicate

How to test that the support helps the user

1. FIND THE MOTIVATION

Wisdoms seeds

- The motivation to change a habit and keep it on the long-term lays in the **personal value a person expects to gain** from the new habit.
- Personal value comes from actions which makes us **feel safe** and from actions which give us a **sense of meaning**.
- To uncover personal motivation people need to **listen** to themselves and **reflect**.
- You have found the value for the user, when he expresses why doing the new habit is going to make him feel happier.
- The value is personal, when it is linked to the unique story and personality of the person.

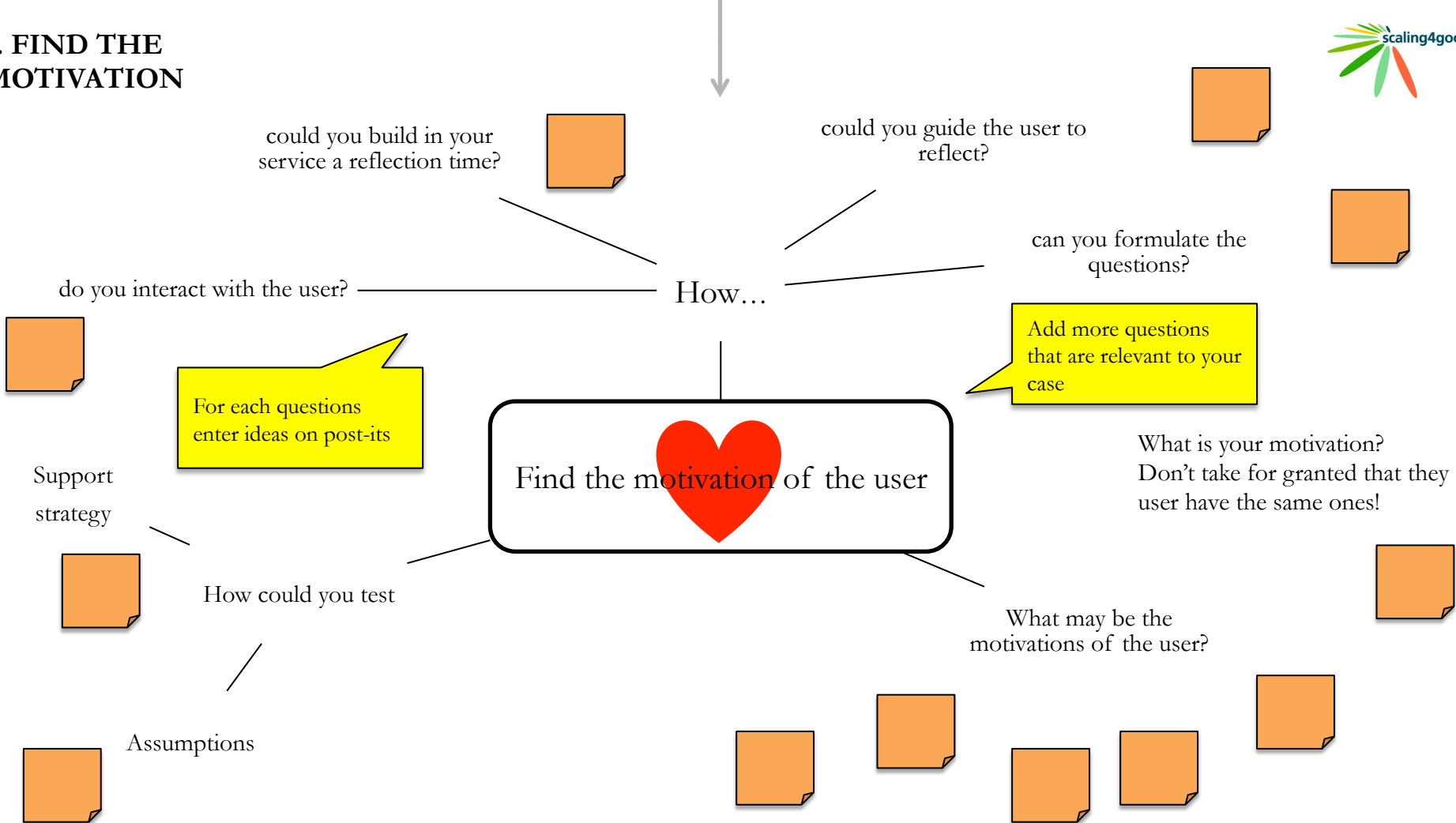
Ask 5 times: Why?

A method to find the underlying motivation of people is to ask 5 times why.

- **Why** do you want to develop the habit of doing (target habit)?
- Answer 1
- **Why** do you want Answer 1 to happen?
- Answer 2
- **Why** do you want Answer 2 to happen?
- Answer 3
- **Why** do you want Answer 3 to happen?
- Answer 4
- **Why** do you want Answer 4 to happen?
- Answer 5

When an answer shows why the person expects an action to make him feel safer or provide a sense of meaning you found the motivation.

1. FIND THE MOTIVATION

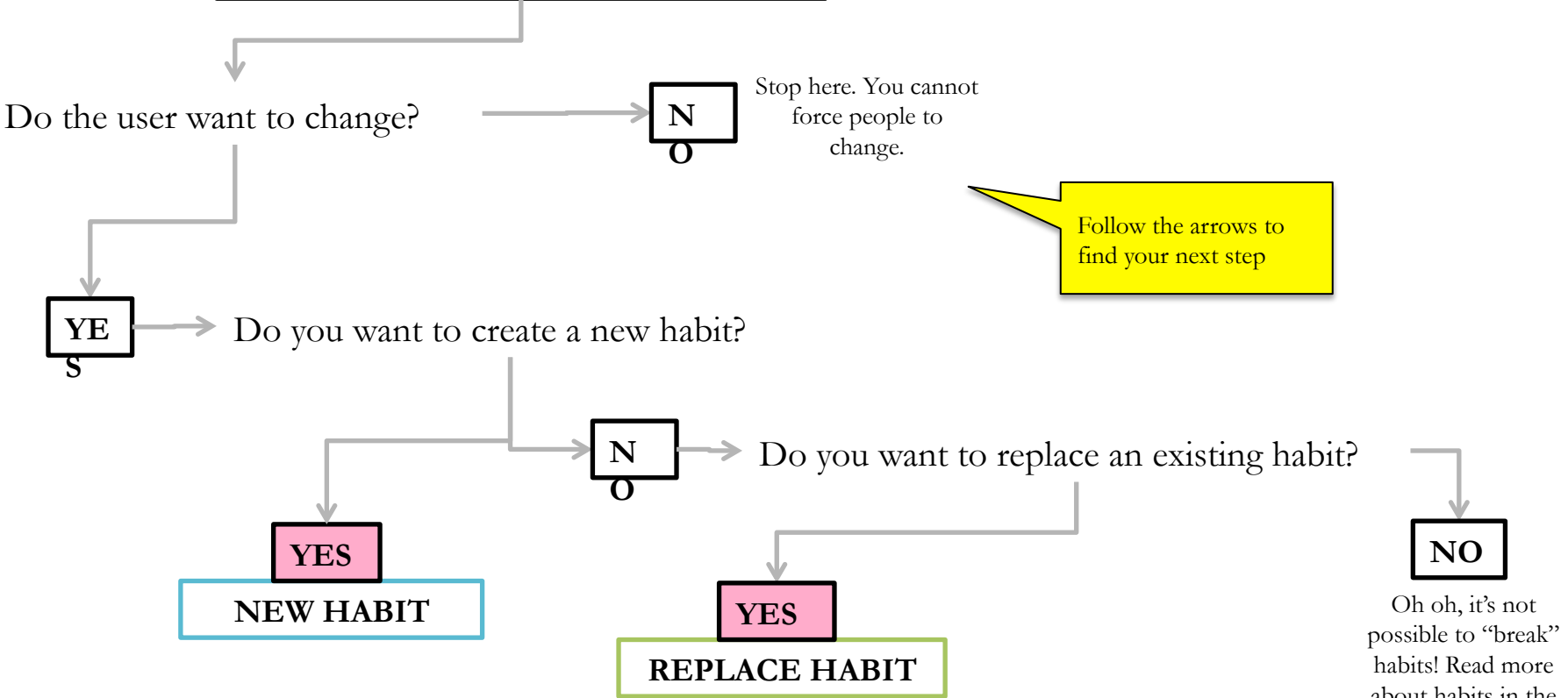


2. ACTION PLAN

Target audience:

Target action:

Motivation to change:



2. ACTION PLAN

Support the user to identify the new habit

NEW HABIT

1. New habit to develop
2. Tiny step: Small habit to start with
3. Cue: Habit done before the new habit
4. Reward: Unique celebration of success after executing the new habit

Fill in by the orange dots

Help to clearly formulate an intention and plan.

INTENTION & PLAN

After I (cue) , I will (tiny step).
 Just afterward I will celebrate by doing

will do (new habit) , everyday for days.
 I will remember that I did the new habit thanks to

Learn more about changing habits through self experience

For example join the BJ Fogg free Tiny Habits program:
<http://tinyhabits.com/>

REPLACE HABIT

REPLACE A HABIT

1. Existing habit to change
2. Cue: when the urge to perform the habit arises (time, location, people, action done beforehand, emotion felt).
3. Reward: craving satisfied by the habit
4. New habit: the new behaviour to excute when the cue arises
reward

Fill in by the
orange dots

INTENTION & PLAN

When (cue) , I will (new habit), because it provides me with

I will do (new habit) , everyday for days.

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For example check the book “The power of habit” of Charles Duhigg

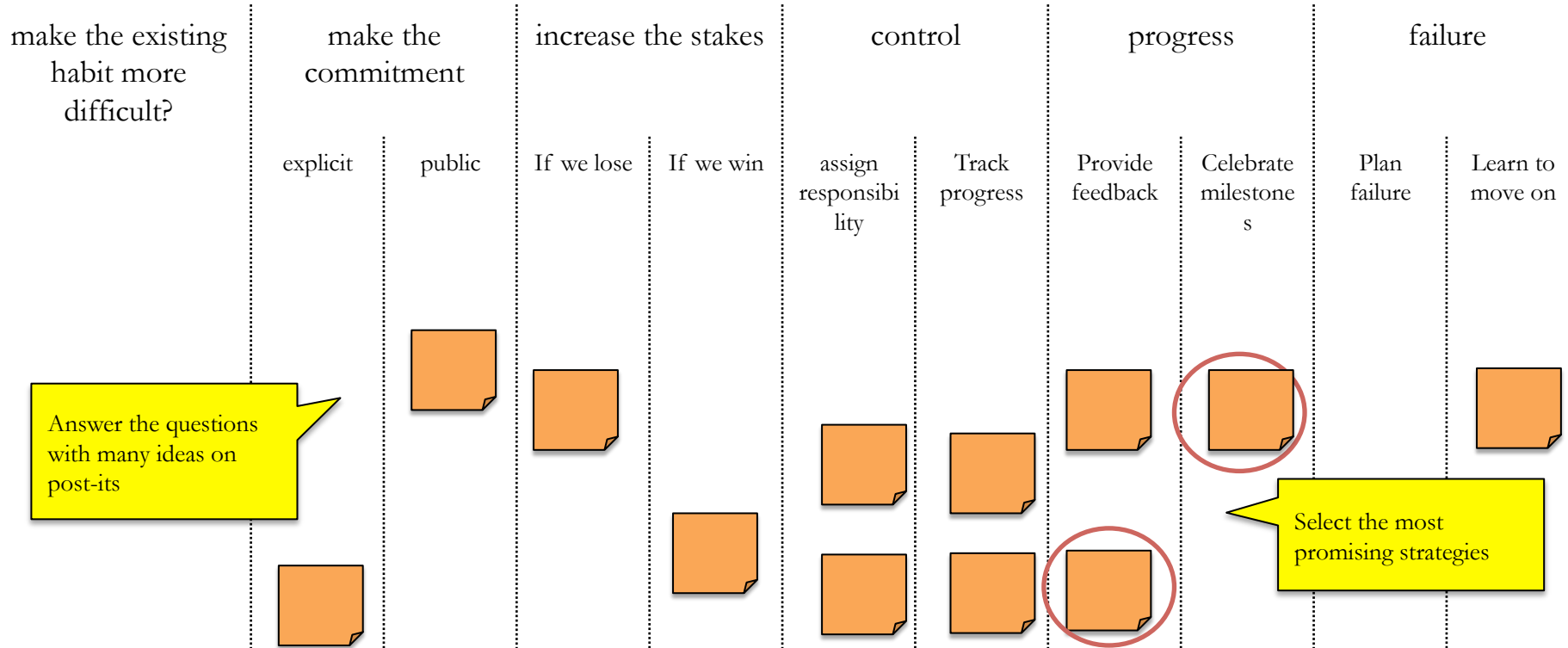
Support the user to
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Help to clearly formulate
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4. SET UP EXTERNAL REINFORCEMENT

How could we...



5. CHANGE CYCLE

Target audience:

Target action:

Strategies to:

- ✓ find the motivation
- ✓ formulate the intention and plan
- ✓ Provide reinforcements



Change cycle – think ahead

- What will be the next steps
 - if the user changes the habit?
 - If the change of habit does not work out?
- How will the next steps be integrate in the service?
- How and when will the next steps be communicated?

Answer these questions and link change of habits to empowerment



Strategy to:

- ✓ Progressively change

PLAIN VERSION

1. FIND THE MOTIVATION

Target audience:

Target action:



Strategy to find the motivation

Support users finding their motivation:

When

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1. FIND THE MOTIVATION

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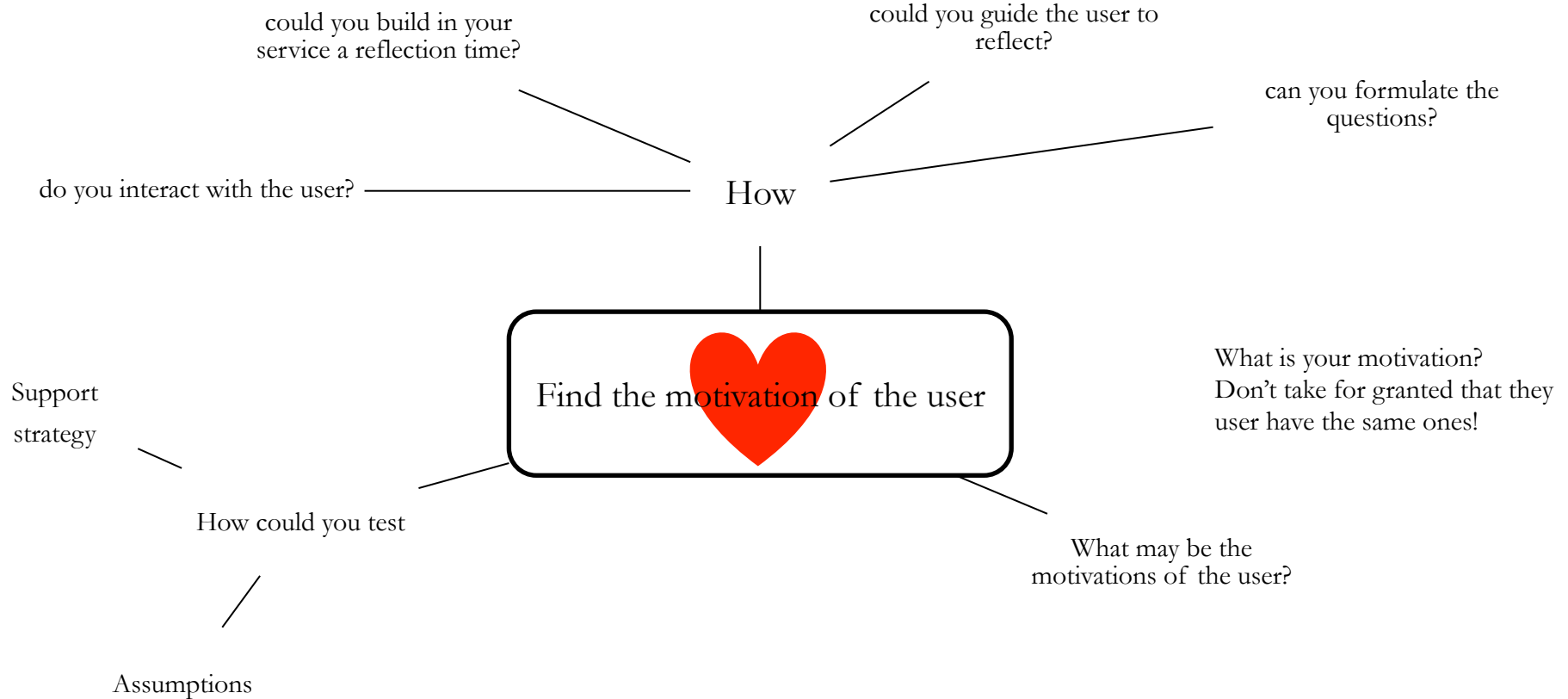
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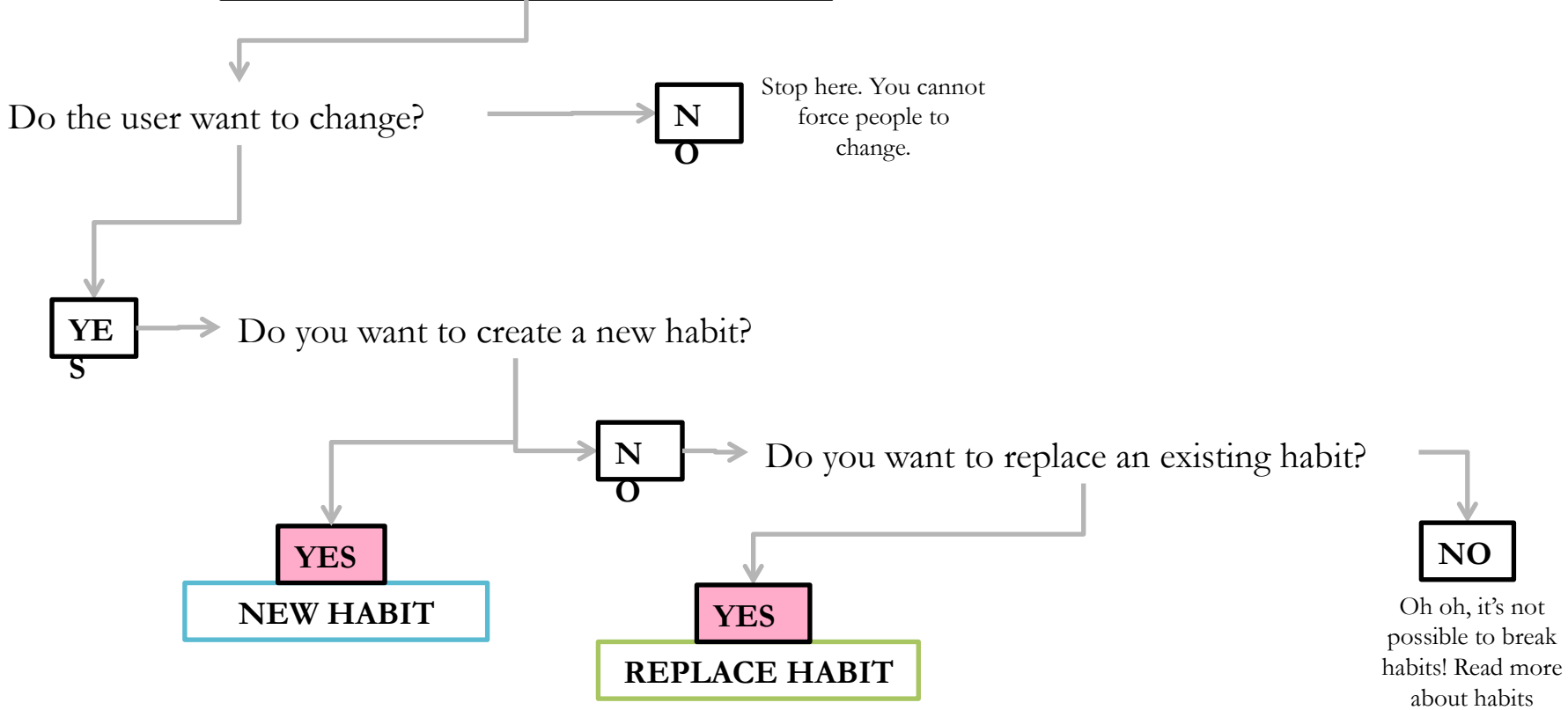


2. ACTION PLAN

Target audience:

Target action:

Motivation to change:



2. ACTION PLAN

Support the user to identify the new habit

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REPLACE HABIT

2. ACTION PLAN

Support the user to identify the new habit

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3. Reward: craving satisfied by the habit
4. New habit: the new behaviour to excute when the cue arises providing the same reward

Help to clearly formulate an intention and plan.

INTENTION & PLAN

When (cue) , I will (new habit), because it provides me with

I will do (new habit) , everyday for days.

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4. SET UP EXTERNAL REINFORCEMENT

How could we...

make the existing habit more difficult?

make the commitment

increase the stakes

control

progress

failure

explicit

public

If we lose

If we win

assign responsibility

Track progress

Provide feedback

Celebrate milestones

Plan failure

Learn to move on

5. CHANGE CYCLE

Target audience:
Target action:
Strategies to: <ul style="list-style-type: none">✓ find the motivation✓ formulate the intention and plan✓ Provide reinforcements



Change cycle – think ahead <ul style="list-style-type: none">• What will be the next steps<ul style="list-style-type: none">• if the user changes the habit?• If the change of habit does not work out?• How will the next steps be integrate in the service?• How and when will the next steps be communicated?
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Strategy to: <ul style="list-style-type: none">✓ Progressively change
