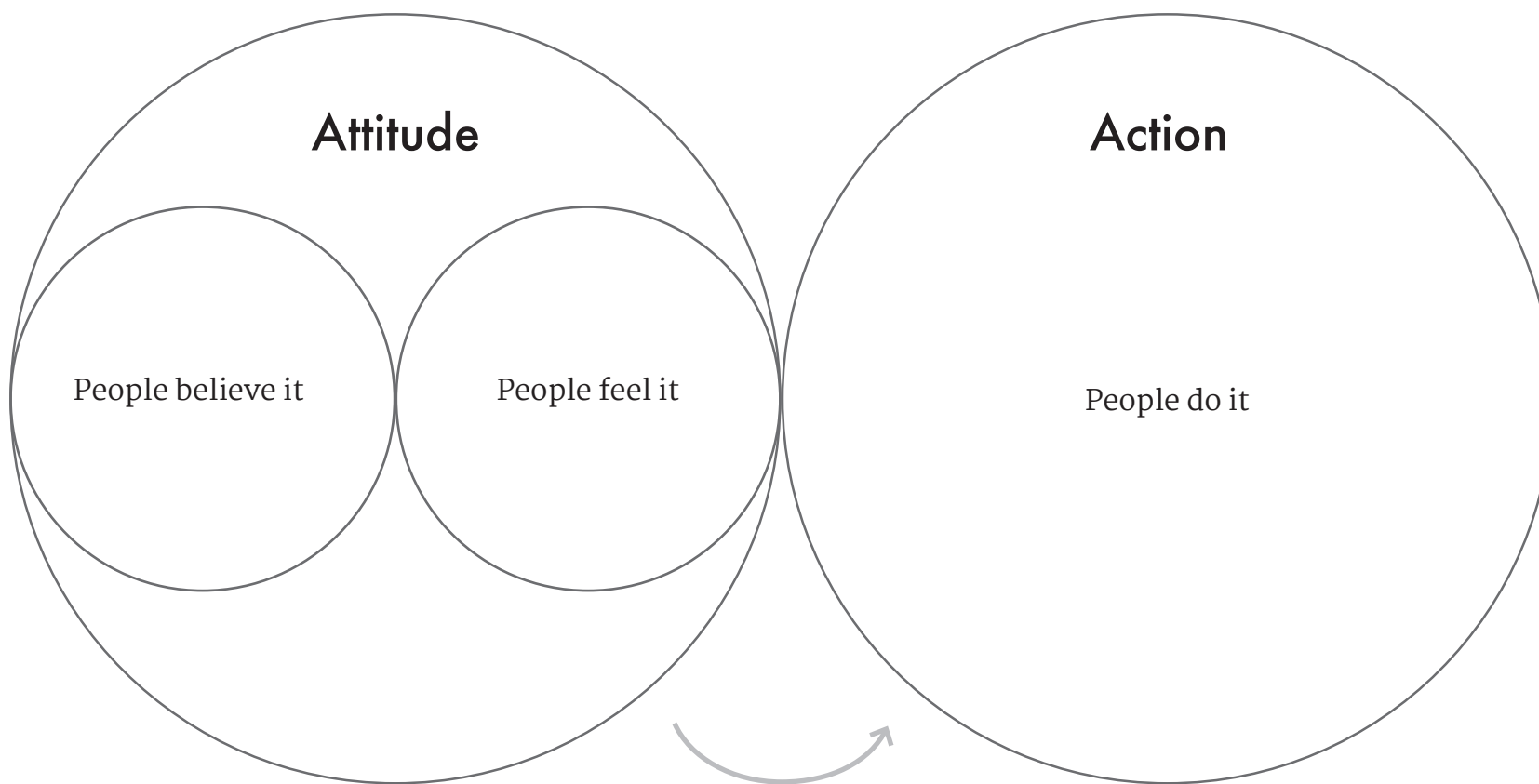


Action sorter

Sort actions from attitudes

Behaviour thinking focuses on actions because they are observable and measurable. But actions aren't always clear. They are easily confused with attitudes, emotions and beliefs. Use this sorter to pinpoint actions.



Move attitude to action. Ask yourself:
What are the observable actions of this attitude?

Created by



Lauren Kelly

is a Behavioural Design Director at BehaviourStudio.
A studio that helps brands change behaviour and
trains teams to use behavioural design.



**Behaviour
Kit**

behaviourkit.com