

Actions to Take

This method contains:

Instructions

Template

Theory

When _____

I invest _____

So that _____



Actions to Take

 30 - 45 minutes

Steps

1

Use the Action Ladder.

Actions to Take uses the Action Ladder - a method that breaks down the behaviour into specific actions. This method consolidates the ladder insights. Explore the Action Ladder first.

2

Determine actions.

You will have a lot of actions. Too many. You need to prioritise the actions before writing the Actions to Take statements. Use the prioritisation matrix to sort your actions. Ask yourself:

Ask yourself:

How important is the action to the impact?

How much access do you have to influence the action?

Prioritise actions with high importance and are easy to access.

3

Write Action Statements.

Transform the top actions into Actions to Take statements. Note the action, investments and impact. Each one describes one specific action.

When [there's a specific decision made or specific action taken.]

I invest [physical, psychological and social resources to start and complete the action.]

So that [I can achieve my measurable behavioural outcome.]



Actions to Take

120 minutes

	When	I invest	So that
Decide: Start an action	[When I decide to...]	[I invest psychological and social investments to start.]	[I can achieve my measurable behavioural outcome.]
Strive: Maintain & complete an action.	[When I do...]	[I invest psychological and social investments to maintain and complete.]	[I can achieve my measurable behavioural outcome.]



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Actions to Take
Decide to Strive

Theory



Actions to Take

Actions to Take are key to a behaviour project

An Action to Take is the specific step a person goes through to achieve their aim. They are a snapshot of what people need to do and the required investments that people need in order to achieve their overall aims. They start to give context to the problem you are exploring.

Not all actions are equal. Some have more impact than others. Behaviour thinking is selective and only improves some actions, setting off a chain of new actions towards the required impact. Use Actions to Take to structure research and discover which actions are more important to people and which actions you can have influence over.

With behaviour change instead of needs, people have actions.

The specific and observable steps that people go through to reach their goal. A behaviour-focused project maintains actions and changes behaviour by supporting new ones.

Start with actions to identify behaviour beyond product or service characteristics. The steps that make up the overall impact but usually get missed. Actions are an opportunity to expand your problem space, ideas and solutions.

Actions to take can be used before and after research. Use the method to collate team understanding and structure discovery or consolidate data you have about what people do, don't do and want to do.

Actions to Take are not solutions.

They are the identified actions you can use to structure a project. We use the statements in the next phase to focus Understand methods.

Use this tool to:

- Bring team focus to a problem.
- What people want is usually complex. With many steps and stages to get people to their goal. Simplify user wants into specific actions.
- Shift from a user perspective to patterns of behaviour. People share similar actions and behaviour patterns. They are reliable and measurable characteristics to target.
- Consolidate what people want to do and what they need to invest to act.
- Identify behaviour beyond product or service characteristics to define new opportunity areas.
- Use Action Statements as a benchmark to research, monitor and calculate the project effect on behaviour.



Actions to Take

Actions to take are specific.

Target a user group.

Used to structure research, both before and after.

Inform design choices.

Actions to take are not solutions.



Actions to Take start with:

When [there's a specific decision made or specific action taken.]

I invest [physical, psychological and social resources to start and **complete the action.**]

So that [I achieve my measurable behavioural outcome.]

➡ Impact that avoids emotion.



When breakdown

Decisions and actions can be close together or far a part.

A decision always proceeds an action.

Between decide and strive is planning. People quickly check they can act. This is where investments become critical to whether people start an action.

Decide

I make a decision to act.



Psychological and social investments **start an action**.

Planning



Strive

I take action.



Physical, social and psychological investments **maintain and complete an action**.



Action Statements

Example:

Order food through Deliveroo to keep alert at work.

Decide

[Psychological]

When I decide I am hungry at work

I invest my awareness of Deliveroo

So that I can order food and be alert during my meetings

[Social]

When I decide I am hungry at work

I invest a workplace culture of ordering in and eating at desks.

So that I can order food and be alert during my meetings

Strive

[Psychological]

When I order food on the Deliveroo app

I invest in a short wait time

So that I can order food and be alert during my meetings

[Physical]

When I order food on the Deliveroo app

I invest my knowledge about healthy food types.

So that I can order food and be alert during my meetings



Action Statements

Example:

Seek medical help to reduce the pain of a chronic illness.

Decide

[Psychological]

When I decide I need to speak to a doctor

I invest an awareness that my symptoms aren't 'normal'

So that I can reduce the pain of a chronic illness

[Social]

When I decide I need to speak to a doctor

I invest a knowledgeable family member who questions my symptoms and told me to call the doctor.

So that I can reduce the pain of a chronic illness

Strive

[Psychological]

When I attend a Doctor's appointment

I invest my ability to understand the Doctor's questions

So that I can reduce the pain of a chronic illness

[Physical]

When I attend a Doctor's appointment

I invest my energy and strength to travel to the practice

So that I can reduce the pain of a chronic illness



Using Actions to take

Action statements bring focus to research and a target to ideate.

1. Understand Explore the drivers and influences.

Use Action statements as a focus for the Drivers Map - a method to map what influences the action.

2. Outline Ideate for action

Create ideas that turn Action Statements into ideas. Use the Action Planner to combine investment with messages that create action.

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