

COM-B Diagnose

Capability

Opportunity

Motivation

Reference: Michie, S., Stralen, M M., West, R. The Behaviour Change Wheel: a new method for characterising and designing behaviour change interventions. 2011



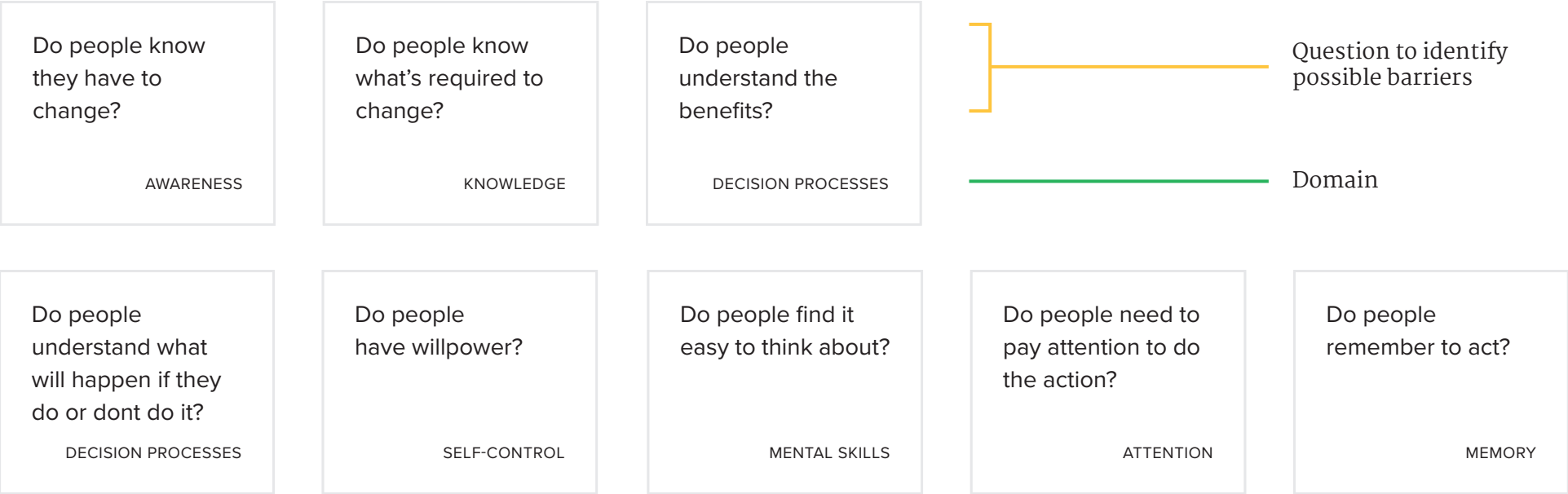
COM-B diagnose

Identify factors influencing behaviour

The COM-B is a theoretical model, published by Professor Susan Michie and colleagues, that helps to us understand the barriers and facilitators related to a behaviour. The COM-B states that for behaviour change to take place, we must have the capability, opportunity and motivation to do so.

Capability

Psychological capability





COM-B deck

Do people feel in control?					Do people understand what is required?					Do people have the mental skills needed?					Do people have the concentration to follow through?					Do people think the benefits outweigh the costs?				
AUTONOMY					KNOWLEDGE					MENTAL SKILLS					CONCENTRATION					DECISION PROCESSES				
Physical capability					Do people have the physical skills required?					Do people have dexterity and ease of movement?					Do people have physical strength?					Do people have the ability to overcome physical limitations?				
					PHYSICAL SKILLS					DEXTERITY					STRENGTH					PHYSICAL SKILLS				
Opportunity					Do people have the time?					Do people have the financial means?					Do people need equipment or facilities?					Do people have easy access to resources?				
Physical opportunity					TIME					MONEY					EQUIPMENT					ACCESS TO RESOURCES				
Do people have competing tasks?					Do people have reminders?					Social opportunity					Do people have the social support required?					Do other people remind them?				
WORKLOAD					REMINDERS										SOCIAL SUPPORT					SOCIAL SUPPORT				



COM-B deck

Motivation

Reflective motivation

Do people feel they want to do it?

WANT

Do people care about the consequences?

INCENTIVES

Do people have other goals that may stop them?

GOALS

Do people have enough incentives?

INCENTIVES

Do people see the behaviour as everyday?

ROLE & IDENTITY

Do people have confidence?

BELIEF ABOUT CAPABILITIES

Do people have a plan to achieve it?

PLANNING

Automatic motivation

Do people have an emotional response?

EMOTION

Do people feel good about doing/ not doing it?

EMOTION

Do people feel bad about doing/not doing it?

EMOTION

Do people do it repeatedly?

REINFORCEMENT

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**Behaviour
Kit**

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