

KISS ladder

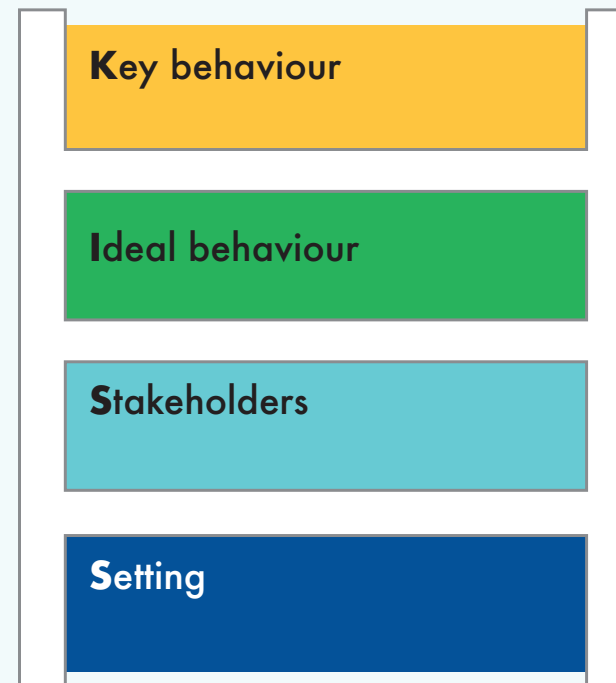
This method contains:

Instructions

Template

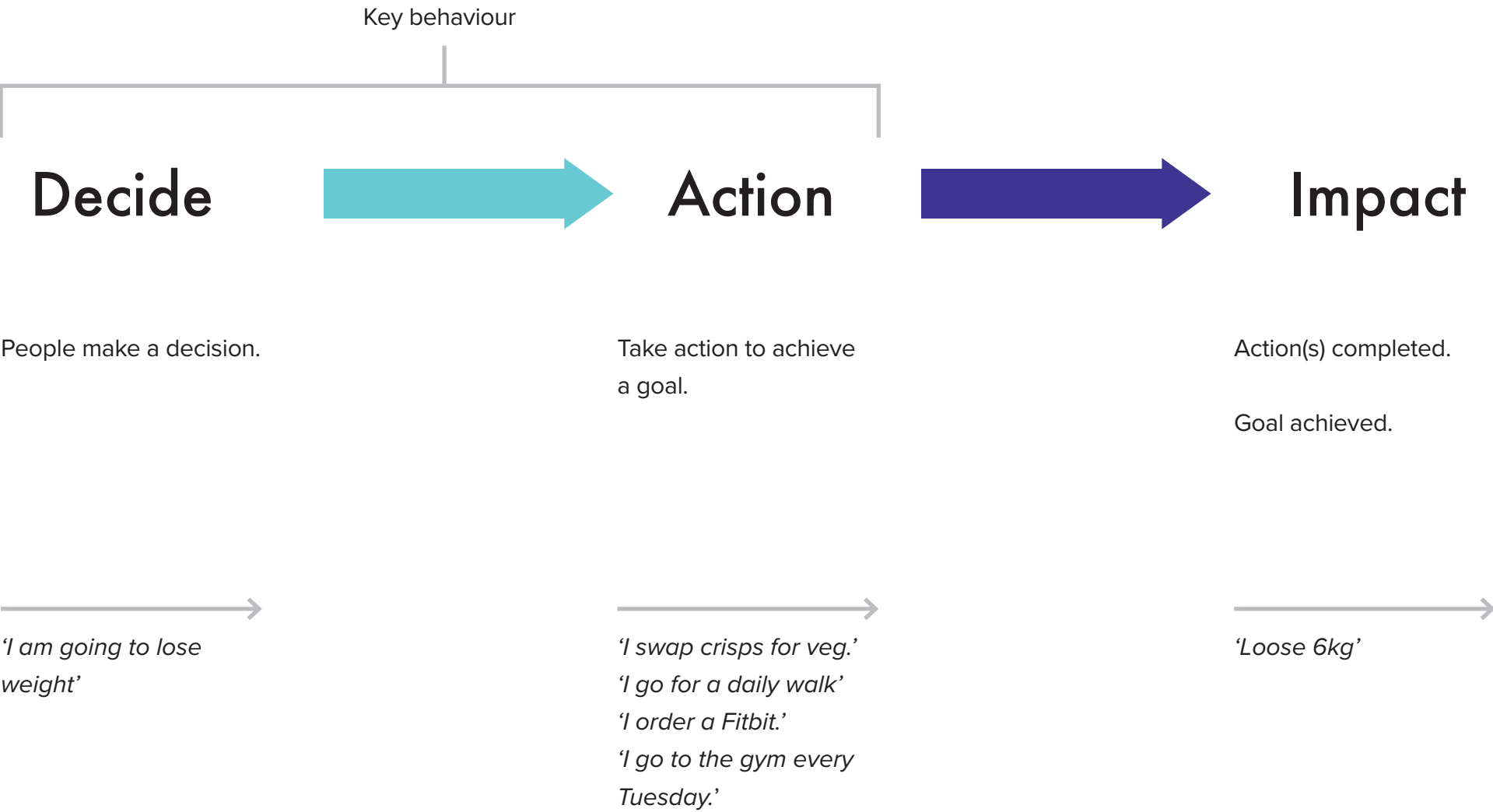
Resources

Action sorter





Key behaviour and impact





Stakeholders

It may seem obvious who does the behaviour.
But most behaviours have blurred boundaries.
Where multiple people play a part and the
target isn't the first person you think.



Audience

The individual or group who
performs the action or makes the
decision.

You will have 1 target audience...



Actors

All the other people / organisations that
have an influence or play a role in the
behaviour.
Both direct & indirectly.

and many actors.



Setting

Behaviour is tied to a time and place. People need to be prompted at the right time to act. It's important to note a person's setting as a place marker on the behaviour.



Context

Behaviour happens in a specific context or location.



Time

Behaviour is time specific. A prompt to act may fail but succeed when people need it most.



KISS ladder

🕒 60 - 90 minutes

Steps

1 Outline your problem

All projects start with a focus. It could be something specific or a general area to improve.

2 Stakeholders

Behaviour is made up of many people. Discuss who all the people may be that are involved in the problem you have identified. It may seem obvious who is involved, but most behaviours have blurred boundaries. Where multiple people play a part and the *who* isn't the first person you think. Stakeholders are divided into two:

Actors

All the other people that have an influence or play a role in the behaviour.

Ask yourself:

Who are all the people involved in the behaviour? Think both direct and indirect people, organisations or teams.

3 Key behaviour

Explore what each of your stakeholders are doing. The specific and measurable actions. These steps can be either the decisions people make or the actions to take. Decisions and actions can be close together or far apart. Highlight both in your KISS ladder. You will break these down further in a behaviour flow, so don't worry too much about going into detail at this stage.

Ask yourself:

What are each of the stakeholders doing that contributes to the problem you have identified?

4 Setting

Behaviour is tied to a time and place. People need to be prompted at the right time to act. It's important to note a person's setting as a place marker on the behaviour.

Context

Behaviour happens in a specific context or location.

Ask yourself:

Where are people when they do the action you have identified?

What is specific about this location?

Time

Timing is key. A prompt at one time may fail but succeed when people need it.

Ask yourself:

When are people doing the action?

Is the action after something else?



KISS ladder

🕒 60 - 90 minutes

Steps continued

5 Ideal behaviour

By this point you will have identified the broad problem area, people contributing to the problem, their specific actions and where there are. Now it's time to think of actions that you would like to see.

The ideal behaviour becomes your project goal. A behaviour change project will usually have more than one action to change. How many depends on which actions you determine have the biggest impact on the problem behaviour.

Ask yourself:

If this action is the problem behaviour, what would be the ideal behaviour?

6 Select your KISS chain(s)

A behaviour change project doesn't aim to change every action. One action may contribute to the behaviour more than others. Your role is to determine which actions are the ones to target.

Ask yourself:

Which actions contribute most to the problem behaviour?

Which actions are cost effective to target?

Which actions do we have access to in order to change them?

7 Document your Audience

Review your selected KISS chain. Who was your actor? They become the audience of your project.

4. Ideal behaviour

3. Setting

2. Key behaviour

1. Stakeholders

Problem:

Action sorter

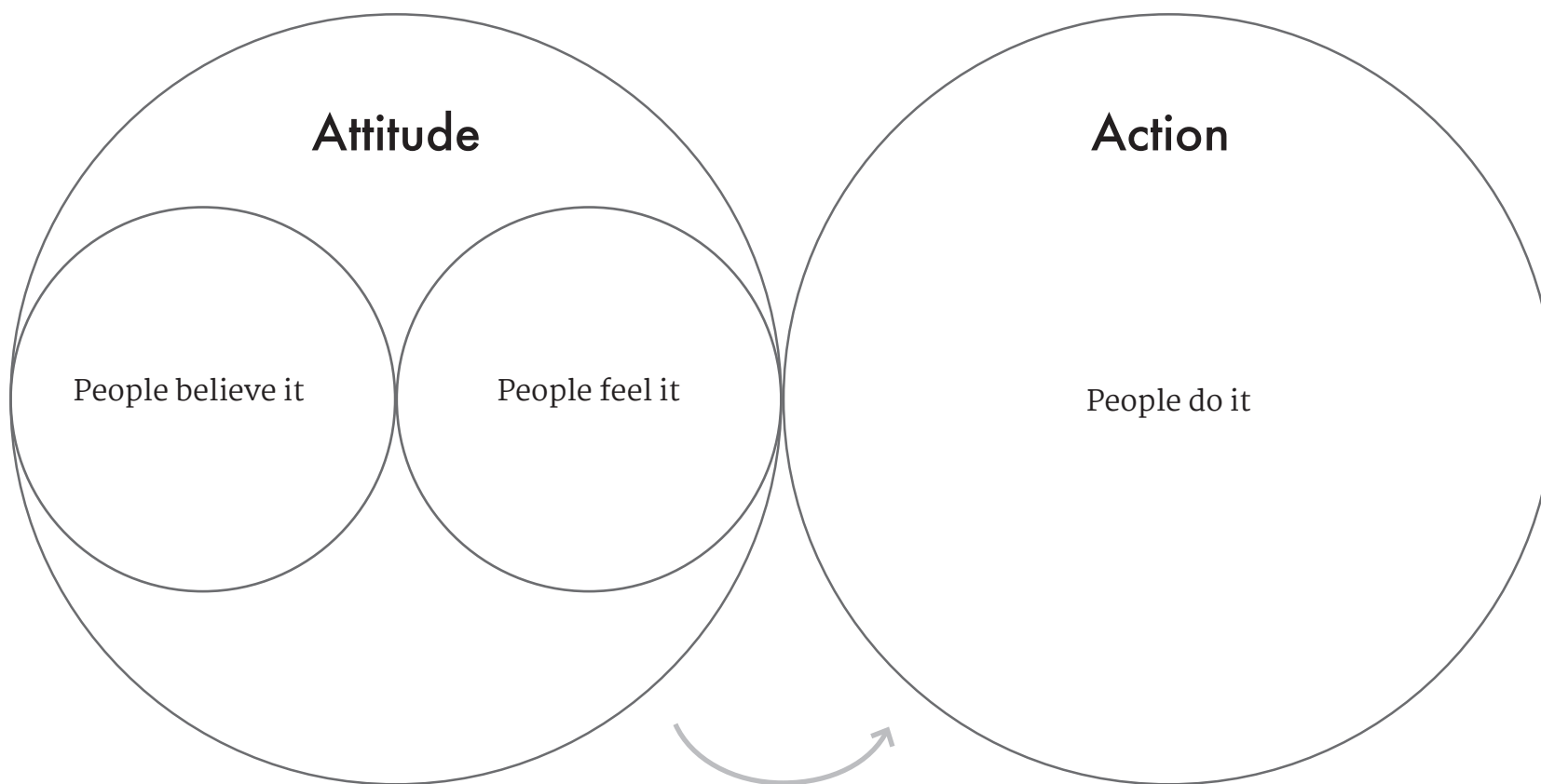
Resources



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?

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**Behaviour
Kit**

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