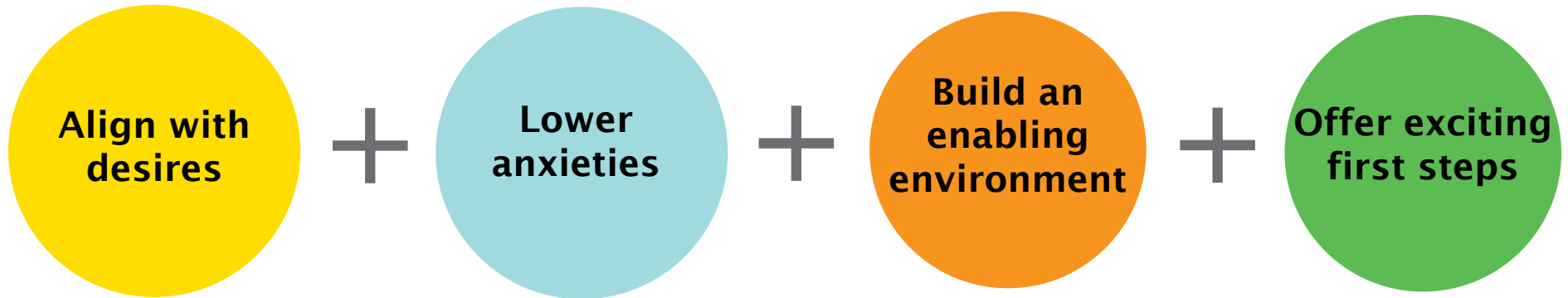


# The Changeology model

A simple, universal model of project design for behaviour change.

A change project should:



"I want" means your project should align with people's **intrinsic motivations or desires** for action or betterment. Beware of trying to alter people's motivations (i.e. make them want what you want) - that's a cause of denial and resistance.

"I can" means helping people overcome their fears by expanding their comfort zones.  
= **self-efficacy**.

Successful projects create or modify people's environments to create **'magnetic' paths** to achieve their desires (there's lots of ways to do this).

Successful projects present exciting **invitations and opportunities** for people to take their first steps on the journey of change.

Here is where most work occurs in a change project.