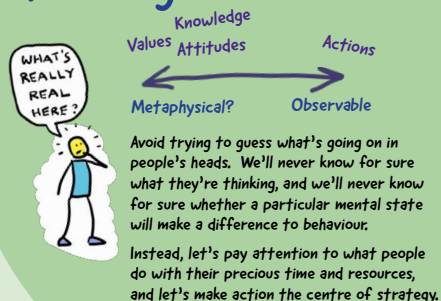


# MOSTLY USEFUL THEORIES, concepts & models in Changeology



## Observables only thinking



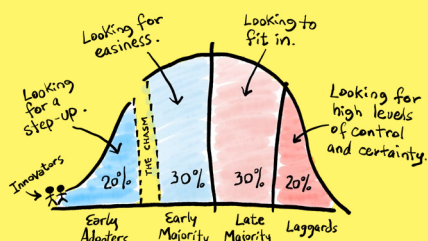
## Diffusion of innovations

An 'innovation' is an idea, practice or object that's new to someone.



### The bell curve

Populations tend to break into 5 segments based on the likelihood of adopting a particular innovation. Each segment has different needs.



### What makes an innovation adoptable?

- These 5 qualities explain 49-87% of adoption.
- 1) Relative advantage
  - 2) Compatibility
  - 3) Complexity
  - 4) Trialability
  - 5) Observability

## Self-efficacy

Self-efficacy is the confidence that effort will be rewarded with success. It's the feeling someone has that, if people try, they'll perform well and get the results they want.

Increasing people's self-efficacy is the usually most important part of a change effort. Fortunately there's lots of ways to do this.

### What else builds self-efficacy:

#### Ease

The easier it is, the more people will do it.

#### Fun

Always lowers fears.

#### Togetherness

We're unstoppable.

#### Norms

When we see lots of similar people doing it, it feels safe.

#### Control

When we're in control, fears melt away.

#### Praise

Is underrated!

#### Inspirations

Seeing others break the box creates optimism that we can too.



### Social learning

People learn when they see their peers act and succeed.



### D.I.Y.

People learn even better when they see themselves act and succeed.



### The flip side of self-efficacy:

## Risk perception

Change depends on people believing they can manage their risks. According to science of risk perception three major factors that influence risk perception are:

Degree of familiarity with the activity

Degree of control over the activity

The views of peers about the activity



Other factors include trust in the messenger and direct benefits.

Lowering perceived risks is vital. When people see high personal risks in an action (especially the risk of embarrassment!), the results are:

### Denial and Resistance

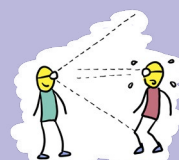


Becoming actively aroused to push back.



## Cognitive bandwidth

People who are worried about the scarcities in their lives tend to become tunnel visioned, with less attention available to plan and undertake new activities. They don't need change programs, they need services that do it for them.



## Limits of models

Models give us powerful ways of seeing and analysing situations. They're useful lenses but they're not reality.

Models never replace knowing your target audience.

Always talk to your people!

- 1) What results would you welcome?
- 2) What problems do you foresee?
- 3) What could overcome those problems?



## Systems thinking

Systemic changes are the ones that sustain into the future.

To do system thinking: research and consult widely, and look for any conceivable change that could make the desired action easier, safer, quicker, simpler, surer and cheaper - including modifying policies, regulations, infrastructure, information flows, and social organisation.



Every project should leave a legacy of system change!

## Pyramid of engagement

These four factors in the design of an initiative make a big difference to people's decision to 'come and play'.



**POP** Grab people's attention with a surprising element or title

**POWER-UP** Offer them a credible step-up in their powers.

**PEER VOICES** Let them hear the voices of credible peers.

**PLEASURE** Offer a chance to hang out with people they'll enjoy, an interesting location, games, tasty food.

Remember to always **PRE-TEST** your invitations and **PROTOTYPE** your engagement ideas.

## Program logic

The immensely helpful tool that pulls your program into a logical shape, with everything in it's place. Essential for evaluation.

