

Paul Matthews

# 3 routes to behaviour change, and what won't work



According to BJ Fogg, a professor at Stanford University and expert in behavioural change, there are only three things that will lead to reliable long term behaviour change.

1. Epiphany
2. Change of context
3. Tiny habits over time

What behaviour do you want to change, and who is doing it?

How can you do one or more of the above?

Creating an epiphany for yourself, or someone else, is a bit hit and miss, but the other two... you can do them.

Again according to BJ Fogg from [www.foggmethod.com](http://www.foggmethod.com) here are some approaches that do not work well...

#### Bad approach #1:

Present information and hope it leads to attitude change and then behaviour change.

**Bad approach #2:** Give people a big goal and then focus on increasing motivation or sustaining willpower.

#### Bad approach #3:

Move people through psychological stages until they are



**B. J. Fogg was the first scientist to articulate the concept of "captiveology," a word he coined to describe the overlap between persuasion and computers.**

ready to change.

#### Bad approach #4:

Assume all behaviours are the result of choices.

#### Bad approach #5:

Make persuasion techniques, such as scarcity or reciprocity, the starting point for your solution.

Look at your past attempts at changing someone's behaviour. How did you try and do it?

Here is [BJ Fogg himself in a video on Tiny Habits](#)

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#### About the Author

Paul Matthews is People Alchemy's founder and managing director. Paul's key skill is in making the ideas come alive with stories, and making sure his listeners receive practical tools and tips to take away and implement.

Paul is a regular speaker at HR and L&D events and exhibitions covering topics such as harnessing the power of informal learning, capability at work, workplace performance, and how L&D can be effective in these tough times.

Paul is the author of *Informal Learning at Work: How to Boost Performance in Tough Times*,

praised as 'a thought provoking practical book with ideas and insightful examples which challenges us all to embrace informal learning'. The book explains how companies can harness the power of informal learning using practical advice from workplace learning experts and practical examples and case studies from around the world.

His 2014 book *Capability at Work: How to Solve the Performance Puzzle* has also been widely acclaimed as a 'must' for anyone in HR or learning and development.

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