5 STEPS to behavioural innovation

Power of compound learnings from small experiments

01. Explore hidden influences

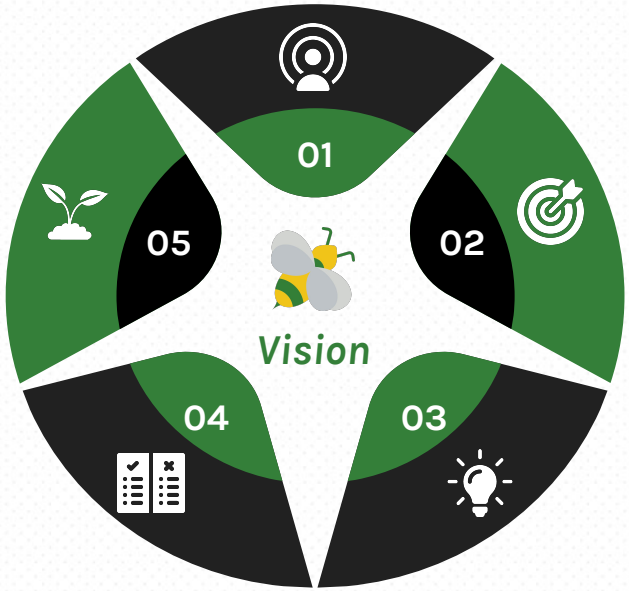
Understand the hidden behavioural influences that enables or blocks behaviour change at the individual and system level.

02. Identify change opportunities

Harness evidence-based strategies to flip your most pressing challenges into small opportunities for behavioural innovation.

03. Co-create behavioural ideas

Champion human-centred design and collective wisdom in developing behaviourally-informed ideas.



04. Experimental design

Adopt a scientific process to test what works and what doesn't work to change behaviours.

05. Incremental innovation

Implement loops of learnings and reflections from small experiments for continuous innovation.

5 STEPS to behavioural innovation by Behavioural by Design is licensed under CC BY-SA 4.0
Get this toolkit from www.behaviouralbydesign.com/toolkit

Behavioural by Design