

Build it and they will come, right? Well, not exactly. Just because you create a project, initiative, or campaign doesn't mean that it's going to be successful and that people will meaningfully connect with it.

spur:6 is an efficacy framework to analyse your idea and its ability to resonate with users. Underpinning the framework is a belief that "what's easier to do is easier not to do": A link might be easy to click on, or a video might be easier to watch, but it's still easier not to.

Therefore, the question you need to ask is how to make it an easier option for people to want to be involved and take part than not. This framework consists of six domains / questions we've found to be crucial in ensuring success:

For more information visit wearespur.com/tools

1 • Understand impact How might we know success?	2 • Investigate people Whose voices should be in this conversation?
3 • Meet, yet move What behaviours and mindsets will people default to?	4 • Embed action How might we make this the easiest option?
5 • Leverage community How might we build a sense of community and connection?	6 • Harness language What might be the result of the words being used?