

Step 02 Identify change opportunities

Mindset. Strength-based approach to flip your challenges into opportunities

Method. Frame the challenges as “How Might We” (HMW) statements using the EAST framework. The intention is to flip your complex challenges into smaller opportunities for behaviour change with this template.

A well defined “How Might We” statement doesn’t suggest a particular solution, but gives you a strong foundation for generating creative ideas.

Check-in guide. What’s already working well that we can strengthen?

BEHAVIOURAL SCIENCE TOOLS



Canvas. Frame the opportunities

Use cases: Flip your behavioural challenge into opportunities

Material: Canvas and EAST Framework

Recommended time: 1 to 1.5 hours

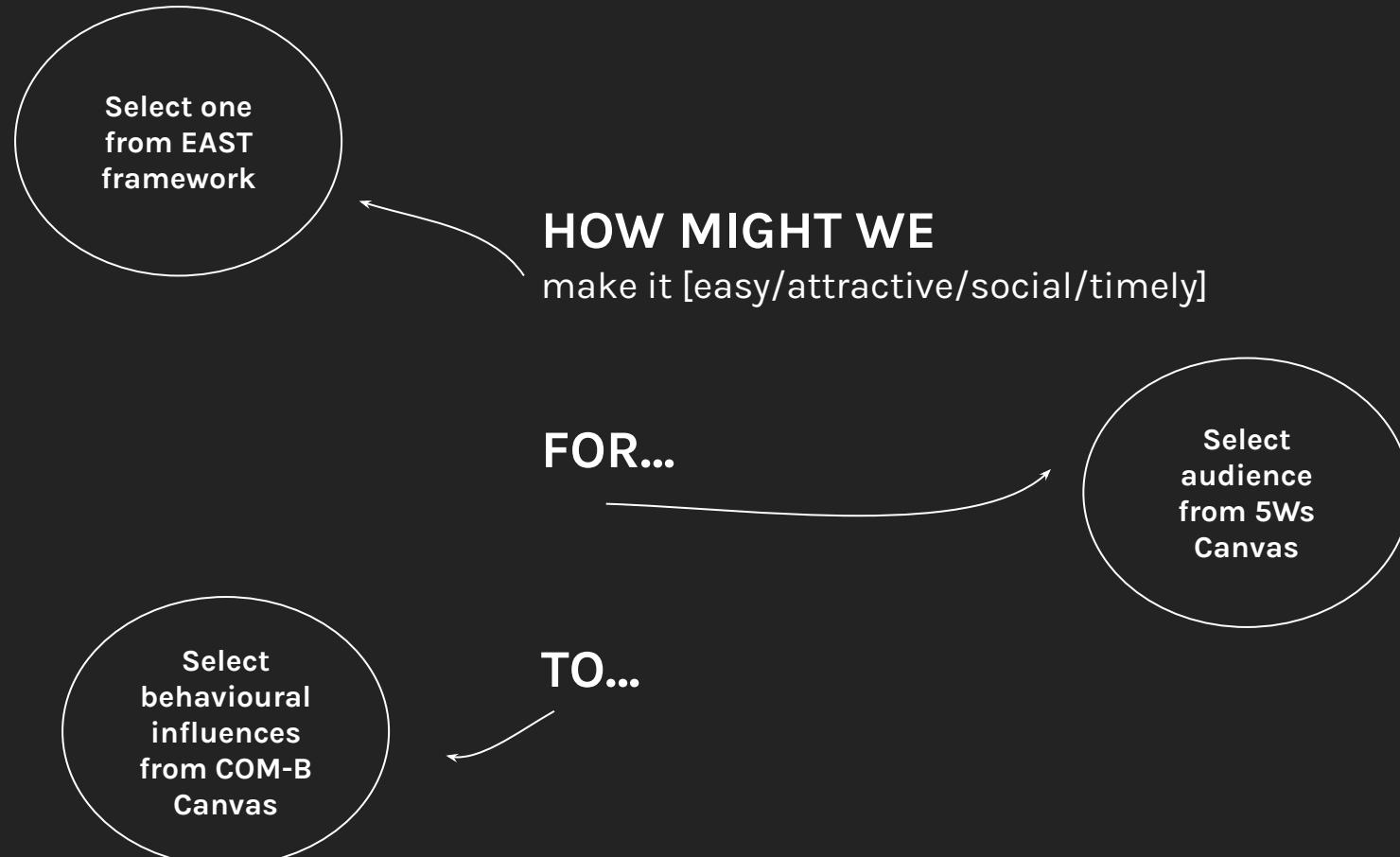
Participants: Core working team

Four principles from the EAST Framework

This framework for behaviour change suggests that if you want to encourage a behaviour – make it (1) Easy, (2) Attractive, (3) Social and (4) Timely.

 MAKE IT EASY	 MAKE IT ATTRACTIVE	 MAKE IT SOCIAL	 MAKE IT TIMELY
People often take the path of least resistance. You can therefore encourage desirable behaviours by removing small frictions or hassles, by defaulting people into the desirable choice, or by redesigning the way choices are presented.	People are more likely to adopt a behaviour when it captures our attention and is in line with our beliefs. You can draw attention with visual cues that are particularly relevant or noticeable, and leverage motivation by framing benefits as desirable.	People are largely influenced by what others around us are doing. You can promote behaviours by highlighting the fact that other people are adopting them. You can also make behaviour more publicly visible, and show opportunities for people to help each other.	People are creatures of habit, so change is most effective during new life events. We also have a deep tendency to value the present more than the future. You can highlight the immediate benefits of actions, and help people plan ahead.

TEMPLATE FOR “HOW MIGHT WE” STATEMENT



Canvas. “How might we” create change

Frame “HMW” statements with the EAST framework to flip your complex challenge into many smaller opportunities for change

Check-in guide:

Using a strength-based approach. What's already working well that we can strengthen?

 EASY	 ATTRACTIVE	 SOCIAL	 TIMELY
How might we make it easy for conscious customers to buy from sustainable businesses?	How might we make it attractive for businesses decision makers to share stories of doing good for the environment?	How might we make it social for our next generation to voice the new expectation for business to be kind?	How might we make it timely for innovative businesses to show how New Zealand can lead the low carbon future?



Canvas. “How might we” create change

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