

The image features a hand holding a black pen, pointing towards the word 'INFORMATION'. The word is written in large, bold, white capital letters on a red, torn-paper-like background. In the background, there are faint, grey, semi-transparent words related to business and information, such as 'DECISION', 'BUSINESS', 'RISK', 'INPUT', 'PRODUCTION', 'OPERATION', 'STRATEGY', 'FUTURE', and 'CONTROL'.

INFORMATION

How many bits of information
do we process in a second?

- A) Consciously
- B) Unconsciously

Per second we process

A) Consciously = 11 bits

B) Unconsciously = 11 million bits

Source: Doctor Jack Lewis, neuroscientist. Researchers widely note that the exact numbers are debated and not scientifically precise.




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2 kids, coffee, indie music, lego, running, ADHD at 46.

**Drive behaviour
change, saving you
money and better
impact**

Behaviour change
network



**Damp and
mould**



**Building &
fire safety**



Safety checks



**Energy
Efficiency**



**Climate
Change**



**Online
services**



1. About the theory
2. What influences behaviour?
3. Working together



SECTION 1

THE THEORY

COM-B

Capability

Opportunity

Motivation

HOW

WHERE

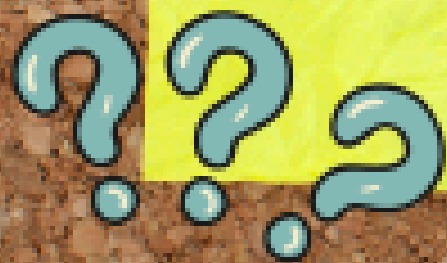
WHY



WHO

WHAT

WHEN





Beliefs and attitudes

1. Science behind beliefs
2. Challenging beliefs
3. When does change happen



SECTION 2

INFLUENCING

BEHAVIOUR

Make it easy



Chunking

1. A qualified inspector from X will visit
2. They will carry ID
3. The check usually takes 30 mins
4. They will need to access X and X
5. They will inform you of any issues.



Thinking differently



Language

a) You must allow access on X date.

or

b) We are concerned about your safety. It's time for your annual safety check.

a) Energy efficiency works to your home will help save the planet.

or

b) Energy efficiency works to your home will help you save up to £500 a year.



Visit a home with a
heat pump



ANXIETY

Complex behaviours

- Anxiety & distrust
- Debt & finances
- Invasion of privacy
- Feeling judged or belittled
- Loss of autonomy & control
- Mixed feelings about help



TRUST



point of view.
Privacy
secluded from
private or pers

SECTION 3
JOINED UP
WORKING

Better outcomes

1

DEFINE PROBLEMS

2

LONG LIST OF BEHAVIOURS

3

INSIGHT GATHERING

4

TARGET BEHAVIOURS

5

EXAMINE BARRIERS

6

SOLUTIONS

7

RUN CAMPAIGNS AND
INTERVENTIONS

8

TEST AND EVALUATE