Shaking Things Up with Behavioral Science
Creating Automatic Behaviors

HABITS ARE AUTOMATIC BEHAVIORS

Habits are Learned Consciously Before They Become Automatic!

Driving
Walking
Typing
Throwing
Product Usage
Brand Selection

While Learning → **REFLECTIVE (Conscious)**

With Practice → **AUTOMATIC (Nonconscious)**

MOMENTS OF BEHAVIORAL CHANGE — DISRUPTIVE MOMENTS

Disruptive moments remove the cues that prompt habitual behavior

T emporality   **I** dentity   **M** indset   **E** mergent Needs   **S** etting

	Temporality	Identity	Mindset	Emergent Needs	Setting
Example Moments	Birthday New Year	New Parents	Inspired	New Baby	Vacation
During these Moments	We reevaluate prior actions. |. We are open to New Solutions. |. We learn				

THE IPSOS HABITS FRAMEWORK

Reinforcement

⚡ **Cue** → 🧠 **Behavior** → 🏅 **Reward**

⚡ **Cue**

Cues can be:
Conscious Cues, Location and Settings, Scripts, Identities/Roles, Psychological States, Visceral Physical States

Look for Powerful CUES

C **Concrete**
System 1 Cues That Are Concrete, Tangible, Vivid

U **Unique**
Uniquely Attached To The Target Behavior

E **Embedded**
Embedded Current Routine The Ziegarnik Effect

S **Salient**
Grabs Attention E.g. Contrasts, Movement

🧠 **Behavior**

Embeddable actions are more likely to become habitual and sticky.

Look for EASY Behavior

E **Embedded**
Embedded To An Action Consumer Already Does

A **Always**
An Opportunity for Behavior to Occur

S **Seamless**
Min. Gaps or Barrier to PerformBehavior

Y **Yoked**
Behaviors are Closely Tied to Rewards

🏅 **Reward**

"Feels" > "Thinks"
Immediate > Delayed
Remember: Negative > Positive

For Good Rewards, "Be a HERO!"

H **Hedonic**
Maximize Hedonic Rewards e.g. Ease, Aesthetics, Flavor, Smell, Feel

E **Expanded Meaning**
Beyond Functional Rewards e.g. Emotional Rewards

R **Requested**
Behavior Repeatedly Followed By Reward

O **Offer Desired Benefit**
Desired Benefit To Be Achieved