

KIA ORA TĀTOU

WELCOME

(Re) Discovering the secret sauce for your programme
12 principles of successful behaviour change



**NZ SOCIAL
MARKETING
NETWORK**

Workshop 2 : 20 June 2023

Supporting organisations



Public
Relations
Institute of
New Zealand
Te Pūtahi Whakakakau
Tūmatanui o Aotearoa



4 principles of 'outside in' influence

+ 3 principles managing expectations

The 'rapid fire' format

- 10 min intro
- 20 - 25 min overview
- 25 - 30 min Q+A panel
- 5 min wrap up

Slides will be made available

Recording !

Add your **questions, issues, challenges, opportunities, observations** into the chat so we can discuss with the panel



4 principles of 'outside in' influence

- 1. Involve your audience**
- 2. Involve your stakeholders**
- 3. Develop and nurture partnerships**
- 4. The power of DIRECT experience**

3 principles of managing expectations

- 1. Change takes time**
- 2. Take responsible risk**
- 3. Be flexible – adapt to what you learn**

Today's panel

Rebecca Whiting | Phill Sherring
Jemma Titheridge | Nick Farland

1. Outside in - Involve your audience

Understanding their world (previous session):

- Motivations + Barriers ...or ... Enablers + Blockers
 - Values, beliefs, attitudes, wants and needs
 - What are they CURRENTLY doing...and why ?

COM:B model

Capability (know how) + Opportunity (can do) + Motivation (want to) = Behaviour

Check out the Behaviour Change Wheel (Michie, Atkins and West)

- Segmentation ... or a common bond ?
- Pragmatic realities... not magical thinking or Wellington policy thinking e.g. 'behaviouralist' vs 'economic rationalist'

Potential for co-design or community informed design process ?

Recruit ambassadors / endorsers – peer relevance, social norming, more believable + credible?

2. Outside in - Involve your stakeholders

Internal and external stakeholders influence your operating environment

... For better or worse
... and you may NOT know it's happening !

Dedicate the time and energy

Nurture understanding, confidence, support

No surprises – merchandise success and front foot failures/mistakes (AKA learnings)

Show that you have listened

3. Outside in - Develop partnerships

Do others share your goal ?

e.g. Govt. agency, NGO, commercial brand, celebrity, community group, media channel ?

They can bring reach, \$\$\$, intellectual property, credibility and TRUST

Can say and do things you may not be able to

Takes time and effort

- Multiple contact levels – future proof the relationship
 - Trust is earned
 - Involves brokering not demanding
- Address problems early – honesty and integrity



4. Outside in – The power of DIRECT experience

***“Tell me and I forget. Teach me and I may remember.
Involve me and I learn.”***

Benjamin Franklin... and Confucian philosopher Xun Kuang before him

“Free trial”

22,437,000 commercial marketers since the dawn of time

Potential for experiential marketing – events, online trial...

Lowers perceived risk... encourages endorser effect



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1. Managing expectation – mass change takes TIME

Programme management = PROACTIVE MANAGEMENT

You will need sustained effort and investment

Your managers may want quick wins – naivety and/or organisational or political imperatives

Potential for a win/win – e.g. pilot activity = research / learning



2. Managing expectation – Take RESPONSIBLE risk

Commercial marketers embrace risk = understand the rewards (strength-based model)

Govt agencies often avoid risk = inertia or fear of failure (deficit model)

**Articulate your risk identification (likelihood and potential impact) + risk mitigation activity
= reassurance and confidence**

3. Managing expectation – Adapt as you learn

Your monitoring and measurement framework (previous session)

Minor tweaks or major pivots may be required.

Are YOU ready for that?

Positioning / framing is crucial

Change = made mistakes

Change = response to learnings = responsible use of \$\$

Budget time, \$\$ and emotional headspace of stakeholders to be ready for change PRIOR

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