



HELPING PEOPLE MAKE DIFFICULT LIFE CHANGES

A three-phase framework to organize solutions



ENGAGE & EDUCATE

Draw attention to the importance of decisions and motivate people to spend time, effort, and money



GUIDE

Provide a step-by-step guide to developing solutions



ENABLE

Address, remove, or mitigate barriers



TEN TIPS FOR DESIGNING MESSAGING TO ENCOURAGE BEHAVIOR CHANGE

- Connect emotionally with the impact of their decisions
- Influence with stories
- Emphasize peace of mind and control
- Ask thought-provoking questions
- Break the process into small, manageable steps
- Carefully balance positive and risk-avoidance messages
- Strategically use loss aversion and framing
- Use affirmations to link with life goals and self-image
- Consider timing and life-stage factors
- Provide lots of encouragement and congratulations