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*

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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

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