

MRC's Communications Assembly 2017
#2 - Identifying Barriers and Benefits

List the desired behavior from Exercise 1: _____

Is the desired behavior something that someone does once (like install a rain sensor?) or a repeat behavior? If a repeat behavior, how frequently does it occur?

Barriers

Make a list of *barriers* your audience may have to adopting the desired behavior. These are the negative influences (be they beliefs, norms, capabilities, or structures) that prevent the individual from adopting the prescribed behavior. Be as specific as possible. How powerful do you think the influence is? Very powerful, somewhat powerful, negligible?

Barrier	Type	Power of influence

Which barriers would be nearly impossible to overcome?

Which ones might be overcome?

Which ones are easily overcome?

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Benefits

What are the key *benefits* your target audience will be motivated by? What type of benefit is it? Does it help save a resource they love or be a good example to their child, thereby strengthening their self-image and resolve? Does it help them conform with a social norm? Or does it save them money or time? What other rewards may come from adopting the prescribed behavior?

Benefit	Type	Power of influence

Pick one or two benefits as the key “core products” that you will use to sell your behavior change. These will be important to use in your messaging campaign. Keep this in mind for the 4 P’s exercise!

List your key benefit(s) here:

Our core product(s) (benefits) will be: _____

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Competition

What are the major competing *alternative behaviors*?

What *benefits* do your audiences associate with these *alternative behaviors*?

What *costs* do your audiences associate with these *alternative behaviors*?

Develop a Position Statement

“We want [TARGET AUDIENCE] to see [DESIRED BEHAVIOR] as [DESCRIPTIVE PHRASE based on BENEFITS] and as more important and beneficial than [COMPETITION].”

Write your position statement here