JUMPING POINT: BEGINNING YOUR FIRST BEHAVIORAL DESIGN PROJECT
What’s holding you back?

What’s the process?

What types of problems?

ADOPT A MODEL for behavioral change

DON’T LIMIT YOUR INFLUENCE
What’s holding you back?

What’s the process?

What types of problems?
Behaviors can be broken into four psychological factors which can be leveraged to formulate messaging strategy & activation.
Selling IT Services to IT Directors

**GOALS**
- What you want
- Upgrade to the latest technology

**MOTIVATIONS**
- Why you want it
- Esteem, to be recognized by others...

**APPROACH**
- How you frame it
- Promotion Motivational Focus

**MENTAL MODELS**
- How you decide
- Framing Effect
  - Intertemporal Choice
Insights in hand, you move from Behavioral Architect to Designer
For companies with people in them™
sprint.com/maas
#maas
**TV**

**Sprint Business**

For companies with people in them.

**Web**

**Sales Collateral**

**Why Sprint**

We're Sprint Business and we help businesses tap into the power of people. We help you remove the obstacles to their success so they can drive yours. We do it with simpler, more flexible services that can make your people more effective, more engaged and happier. The future of work is engaged people. Let's make it happen.

- **Your people aren't your biggest asset as a business. They are your business. Give them the right tools and they'll conquer the world.**
- **When we bring to the table:**
  - When it comes to solution partners, you've got options. Here's why you should put Sprint Business on your shortlist.

**Our People**

Sprint people help companies like yours solve real problems, every day.

**Our Solutions**

Collaboration, mobile security, fleet & asset management, mobile workforce... when you package Intellect into minds with the right applications, great things happen.

**Our Flexibility**

Our people are empowered to design solutions that fit your specific needs. It’s far from the ‘take it or leave it’ attitude you might be used to.

**Our Revolution**

We're packaging our solutions so you'll be able to buy them like a service. That means pay as you go, per seat, per month. So you don't over-spend or lose your investment. And can scale up and down easily.

**Our Promise**

Your business matters to our business. We're committed to proving that in every interaction with you.

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**Changing the Mobility Game**

**Stop Buying Tech**

**White Papers & Briefs**

**SlideShare**
What’s holding you back?

What’s the process?

What types of problems?
<table>
<thead>
<tr>
<th>Behavioral Factor</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BELONGING</strong></td>
<td>&quot;Bring something new to the party.&quot;</td>
</tr>
<tr>
<td><strong>APPROACH</strong></td>
<td>Belonging: To be connected with relationships to other people in my world</td>
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<tr>
<td><strong>MIND/MOODS</strong></td>
<td>Promotion Regulatory Focus</td>
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<tr>
<td><strong>MIND/MOODS</strong></td>
<td>Scarcity Effect, Framing Effect, Chunking &amp; Mental Accounting</td>
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<tr>
<td><strong>AFFILIATION</strong></td>
<td>Acceptance Affiliation through Friendship</td>
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<td><strong>MIND/MOODS</strong></td>
<td>Hedonic Bundling in Circular, Digital and DTC Mailers</td>
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</table>
"Grab a quick lunch without hating it when I'm at my desk."

Security: To feel safe, confident, and free from worry when making a decision

Prevention Regulatory Focus

Copy Effect, Social Proof, Decoy Effect & Scarcity Effect

Anxiety
Confidence
Reassurance

Priming via lighting, music, pictures, and spacing of patrons
New menu design, rewards program, staff training
**Behavioral Factor**

<table>
<thead>
<tr>
<th>GOALS</th>
<th>“Shop in a dollar store w/o buying brand left-overs.”</th>
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<tbody>
<tr>
<td>MOTIVATION</td>
<td>Nurturance: To do things to make us feel good – loving, liking caring and cooperating</td>
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<td>APPROACH</td>
<td>Prevention Regulatory Focus</td>
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<tr>
<td>MENTAL MODES</td>
<td>Semiotic Priming, Halo Effect via Endorsements</td>
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<tr>
<td>CONFIDENCE</td>
<td></td>
</tr>
<tr>
<td>360 DTC &amp; in-store activation (front end, end-caps, aisle navigation, display.)</td>
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Behavioral Factor

“Make sure my pets have long, healthy, happy lives.”

Security: To be safe, confident, and free from worry
Nurturance: To provide Love, Support, Care, Pampering

- Prevention Regulatory Focus
- Promotion Regulatory Focus

Halo Effect, Conformity Effect, Copy Effect
Reciprocity & In-Group Bias

- Protection, Safety, Confidence
- Love, Support, Care, Pampering

Circular, Digital & In-aisle
**Behavioral Factor**

<table>
<thead>
<tr>
<th>Goals</th>
<th>“Let me shop and buy clothes on my terms.”</th>
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<tr>
<td>Motivation</td>
<td>Empowerment: To be equal to the task, capable and free to act</td>
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<td>Approach</td>
<td>Promotion Regulatory Focus</td>
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<tr>
<td>Mental Modus</td>
<td>Chunking, Commitment Effect, Hyperbolic Discounting</td>
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<tr>
<td></td>
<td>Respected</td>
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<td></td>
<td>360 DTC, in-boutique activation and sales training</td>
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**BUILD OMNI-CHANNEL ENGAGEMENT AND RETAIL LOYALTY**
INCREASE EMPLOYEE COLLABORATION

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<th>Behavioral Factor</th>
<th>“Get our employees to be more open and share information and insights more.”</th>
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<td>Belonging: To be connected with relationships to other people in my world.</td>
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<td>APPROACH</td>
<td>Social Proof, Conformity Effect</td>
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<tr>
<td>MINIMAL MOODS</td>
<td>Surprise, Astonishment, Acceptance and Respect</td>
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<td>Priming via lighting, music, art Weekly “Shock &amp; Awe” sessions</td>
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Behavioral Factor

**GOALS**

"Get me and my family out of this dead-end job."

**MOTIVATION**

Achievement: To have good results from my life’s activities, and outcomes of which I can feel proud

**APPROACH**

- Promotion Regulatory Focus
- Prevention Regulatory Focus

**MENTAL MODES**

Hot-State Decision Making, Goal Dilution, Commitment Effect, Conformity Effect, In-Group Bias and Ego-Depletion

- Courage, Confidence,
- Anxiousness, Overwhelmed

**Digital marketing, counselor training, application and enrollment process redesign**

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**College and University Enrollment Process**

- **Inspire**
  - Support states, districts and schools to identify the college readiness of their students
- **Search**
  - A rich source of student data to help colleges and universities target specific populations
- **Recruit**
  - Identify students for specialized recruitment initiatives
- **Admit**
  - Measure of college readiness
- **Yield**
  - Strong predictor of multiple college outcomes
- **Enroll**
  - Useful criteria to target scholarship awards and yield efforts
- **Retain**
  - Supports colleges and universities to place students in their first-year classes
- **Graduate**
  - Consistent predictor of college retention
  - Identify students at risk of dropping out

**DECREASE CHURN IN ENROLLMENT OR BUYING PROCESSES**
Our future rests in our ability to UNDERSTAND & DESIGN for behavioral change.
thank you

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