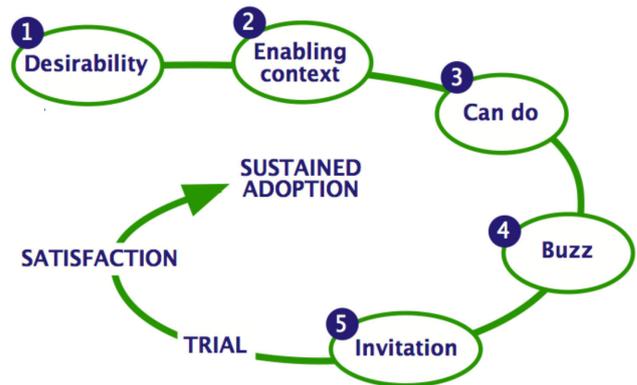


Robinson Model of Behavioural Change

'Changeology' is a generic theory of change developed by Les Robinson.

Robinson did his research and explored a number of different models of human behaviour and change theory to create his model, 'Changeology'. He claims that in order for a person to make sustained change to their behaviour, the following five factors need to be present in their lives:



1. Desirability - Do I want to?

The person has to want the change in their lives. There needs to be something 'in it for them'.

In order to help convince someone they want to change, you need to first understand their frustrations and needs.

2. Enabling Context - Is it easy?

For someone to make a change in their behaviour, they need to have easy access to the tools and information they need. Their environment should be designed carefully to provide them with everything they need, in order to be able to make the change.

3. Can do - Is it possible for me?

The person making the change needs to feel capable and safe to do so. They need freedom of choice and easy success. Hearing how others have been successful will also help them.

4. Buzz - Who else is doing it?

Hearing positive stories about the change is very influential and is more likely to lead to someone adopting a new behaviour. The more people they hear from about the change or success, the more likely they are to try it for themselves.

5. Invitation - How do I get started?

The final step is to show them exactly what the behaviour looks like and how they can achieve it, then welcome the person to join in and adopt the behaviour. Once someone feels really clear about what they need to do, they'll feel more comfortable doing it.

Source: https://www.enablingchange.com.au/enabling_change_theory.pdf