

THE 3 QUESTION MODEL

For positive behaviour change communications

To bring about positive behaviour change, we know that facts alone are not enough; even when people know the right thing to do, very often they still don't do it.

The 3 Question Model is based on psychological research around the factors that really influence the way people make decisions.

Positive behaviour change communications should be designed to help people say "yes" to the following three questions:

SHOULD I?



The question of "Should I?" is based around making the decision feel emotionally compelling and creating internal motivation.

Examples:

- use vivid imagery and metaphors to get your message across
- tell stories of real individual people to create an emotional connection
- be likeable in your communications to form a bond with your audience

WOULD I?



The question of "Would I?" involves making the decision feel personally relevant and aligning it with a sense of identity.

Examples:

- frame the decision to align with the audience's existing beliefs
- create consistency and commitment by focusing on small actions first
- draw attention to the positive behaviour of other people to create social proof

COULD I?



The question of "Could I?" is based around making the decision feel simple and easy and removing psychological barriers.

Examples:

- make the message as easy to understand and follow as possible
- reduce the number of options available to avoid choice overload
- reduce cognitive strain by presenting the preferred choice as the default option

For a full guide to The 3 Question Model, go to:
mindleadingthemind.com/3questionmodel