

Think | **BIG** Process Overview

Behavior Integration is a way to design and implement programs that defines outcomes as specific behaviors required to achieve the development goal. It ensures that behavior is considered along with technical and operational issues in every program element and phase. **Think | BIG (Behavior Integration Guidance)** is the process for applying Behavior Integration. It has three components: **Focus and Analyze**, **Design and Manage**, and **Track and Adapt**. Each Think | **BIG** component includes **tools and resources** to facilitate the process.



Focus and Analyze Tools and Resources

- Prioritization Tool
- Behavior Profile Tool
- Behavior Summary Tool
- Ideas Library

Design and Manage Resources

- Translate Behavior Profiles and Behavior Summary into a Results Framework
- Behavior Integration Sample Language
- Quality Checklist for Proposals
- Quality Checklist for Workplans and Monitoring Plans
- Map and Coordinate Partner Activities
- Manage Activities using Behavior Profiles and Behavior Summary
- Behavior Integration Principles for Portfolio Development

Track and Adapt Tools and Resources

- Set Targets Tool
- Custom Data Entry Tool [includes Custom Behavior and Factor Indicator Entry]
- Behavioral Data Dashboard
- Factor Data Dashboard

Why use Think | **BIG**?

- ⇒ Think | **BIG** is a process with tools and resources for program planning, management, and adaptation using the Behavior Integration approach. It is proven to be flexible enough to be applied to both a single activity, and to complex multi-sectoral, large-scale programs.
- ⇒ Think | **BIG** leverages—rather than replaces—formative research, human centered design, best practice design expertise, systems strengthening insights, and opportunities to stimulate innovation.