

FOCUS AND ANALYZE

Identify

Step 1: Identify your program goal and find out what stops the goal from getting done.

Tool: Establish Goal and Causes

Outputs: Goal statement, causes list

Prioritize

Step 2: Pick out the behaviors that matter most to making the goal happen.

Output: Core behaviors list

Tool: Behavior Prioritization

Step 3: Prioritize behaviors to recognize primary actors and actions.

Output: List of priority behaviors

Analyze

Step 4: Analyze factors preventing/supporting uptake, supporting actors, and strategies.

Tools: Behavior Profile Creation, Ideas Library

Output: Behavior Profiles

Step 5: Think about how to measure priority behaviors and most important factors.

Tool: Establish Outcome Indicators

Outputs: Behavior and factor-level outcome indicators

DESIGN AND MANAGE

Summarize

Step 6: Summarize your priority behaviors for strategy design.

Tool: Behavior Summary

Output: Behavior Summary

Design

Step 7: Develop your results framework (RF).

Tool: Translate Behavior Profiles or Summary into RF

Output: Behaviorally oriented RF

Step 8: Generate the strategy narrative.

Output: Strategy narrative

Step 9: Design activities in harmony with your behaviors and goals.

Tool: Develop a Workplan

Output: Draft workplan

Manage

Step 10: Implement your activities.

Tool: Manage Activities with Behavior Profiles

Outputs: Partner map, checklist for progress review

TRACK AND ADAPT

Set

Step 11: Set targets of success for your behavioral uptake and factor-level changes.

Tool: Set Targets

Outputs: Specific targets for outcomes

Track

Step 12: Monitor how much behavior change is happening.

Tool: Behavior Data Dashboard

Outputs: Behavior and factor-level outcomes

Step 13: Monitor how many important factors are changing.

Tool: Factor Data Dashboard

Adapt

Step 14: Adapt your activities to accelerate the rate of behavioral uptake.

Tools: Adaptive Management Guidance

Output: Adapted plan

Step 15: Evaluate your activities and gather lessons learned.

Tool: Custom Data Entry

Output: Country-specific data tracking