



MOTIVATION

MOTIVATION: An individual's desire or intention to engage in a behaviour.

Motivation is critical to successful behaviour change.

An individual's motivation is based on some form of **story** that may include:

Knowledge

Self-efficacy

Attitudes

Normative beliefs

Identities and values

CHANGE THE STORY TO INCREASE MOTIVATION



"I don't know how to change, change will be awful, my friends won't like me if I change, this new behaviour isn't 'me', I don't have the skills to change."



"I know how to change, change will be hard but I will feel good, my friends will still like me even if I change, this new behaviour is consistent with my values, I have the skills to change."



KNOWLEDGE

Ensure your client is aware of and understands relevant information:

What does your client need to know about the new behaviour they want to enact or the old behaviour they want to stop?

For example:

- Going on a 30-minute walk everyday can lower the risk of diabetes by 40%.



SELF-EFFICACY

Ensure your client believes they are capable of performing the behaviour.

- See our 'Self-efficacy' resource for more information.



ATTITUDES

Ensure your client believes the advantages and benefits of change outweigh the disadvantages and costs.

What are the costs of the client's current behaviour or state?

What are the benefits of changing?

- Emphasise personal relevance: *what are the costs and benefits to **your** client?*
- Prepare evidence-based and targeted information about the benefits of change.
- Provide several arguments and repeat as needed.
- Encourage the client to focus on what they are gaining rather than dwelling on what they are losing.
- Provide the client with substitutes or alternatives to the undesired behaviour to reduce the disadvantages of change.



NORMATIVE BELIEFS

Motivation will be higher if your client perceives more social pressure to engage in the desired behaviour than the undesired behaviour.

How will others react to the change in behaviour?

- Changing normative beliefs is difficult when the desired behaviour contradicts the behaviour of the client's in-group.
(e.g. helping smokers quit if their friends still smoke).
- Work with the client to overcome these inconsistent norms:
 - Can the client avoid people or places that trigger old behaviour patterns during their first weeks of behaviour change?
- Encourage your client to make promises to important others.
 - This can bolster motivation and support behaviour change.



IDENTITIES AND CORE VALUES

Client must perceive the new, desired behaviour to be more consistent with their self-image and values.

Is the client's behaviour aligned with who they want to be?

- Core values and identities determine priorities.
- Weaken current desires by explaining to the client that what they want is not necessarily aligned with who they want to be.
- Values-based work can help the client identify their values and whether current behaviour is aligned with those values.
- The client should see themselves as someone who is actively making decisions that are in their best interest:
 - "This is a beneficial choice I have made, although it may involve some effort."
 - "I am doing this because I value..."

References

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YOUR TURN!

Spend some time developing your 'story'.

The costs of my current behaviour are:

The benefits of change are:

I want to change because:

The skills and qualities I have that will help me change are:

The values I am working towards are:

The people who will support me in my change journey are:
