

LEARN THE BJ FOGG ESSENTIAL EQUATION FOR LASTING BEHAVIOR CHANGE

(no math required!)

There are lots of tactics that employers, medical practitioners, and healthcare advocates use to motivate individuals to “make the change” when it comes to their health. Some go the shame route (“look at everything you’re doing wrong”), some try the #noexcuses mantra, while others go full court press with positivity “you can do it!”. Each of these approaches have varying degrees of success initially but fail when it comes to long-lasting, life-changing results.

But what if there was a more effective strategy, a strategy that helped move your people toward long-lasting behavior change?



MEET B.J. FOGG

Dr. B.J. Fogg is a behavior scientist and author. He is the founder and director of the Stanford Behavior Design Lab and studies motivation, behavior change, and the ways that humans can change their lives. Fogg was instrumental in the development and measurement of the Virgin Pulse platform and emerging products, ensuring a foundation of evidence-based principles.

ACCORDING TO FOGG, LONG-LASTING BEHAVIOR CHANGE HAS TWO PARTS

After conducting over 25 years of research, Fogg has learned that long-lasting behavior change strategies have two necessary components.

First, you must help people do what they already want to do.

That's right, it's not about what the organization wants the individual to change, that won't stick. It's about helping people achieve goals they already have. Without motivation to change, any short-term behaviors will be short-lived.

A goal might be: get in better shape, quit smoking, reduce stress, develop better sleep habits – but whatever the goal, it must be their goal.

Secondly, if you want to help people succeed, you need to help them feel successful.

Long-term change does not occur when a person feels bad, or shamed, or inadequate, or threatened. Sure, someone might do the desired behavior once, but ultimately, he or she will end up feeling terribly and usually self-sabotaging in the long run. Of course, this is why crash diets are a billion-dollar business. If they worked long-term, there would only be needing to do it once.

Early success is crucial in helping individuals continue down a path where they are able to overcome larger and larger obstacles.

So, What's the Equation?

Good question! The BJ Fogg Equation for Lasting Behavior Change is:

$$B=MAP$$

This stands for behavior (B) equals motivation (M), ability (A), and a prompt (P). You already know that motivation stems from an individual making changes that he or she already wants to make. Let's unpack ability and prompt.

HOW DOES ABILITY AFFECT BEHAVIOR CHANGE?

Many people dream of going to the gym each day, or working out at lunch, or making a home-cooked meal from scratch, but unfortunately, scheduling often gets in the way. **Individuals can only make changes that are possible.** If someone is working two jobs and raising children, it just might not be possible for them to take an hour of “me time” each day. You have to work with what you’ve got.

The great news is employers play a vital role in ability. By encouraging a full lunch hour, offering fitness classes on location, setting aside a meditation room – these are just a few examples of how employers can step in and create space for ability for their people. Once you learn what your people want to achieve, brainstorm how you can help them achieve it in a way that is convenient or on-location.

WHEN SHOULD EMPLOYERS PROMPT?

Daily! This is why an employee wellbeing solution is so helpful. An intuitive wellbeing solution acts as a coach, helping individuals succeed and cheering them on along the way. Daily reminders, checklists, and challenges help people to remember what self-care and not put their health and wellbeing goals on the backburner.

Prompts combined with a culture of social support helps individuals to know that they are not alone, and that it is in fact possible to reach their goals. They can lean on co-workers for motivation and follow a step-by-step plan, instead of “climbing the mountain” solo.

Want to learn more about lasting behavior change?

Watch **2 Key Guidelines For Maximum Employee Engagement**, developed exclusively with Dr. BJ Fogg for Virgin Pulse.

SEE THE WEBINAR