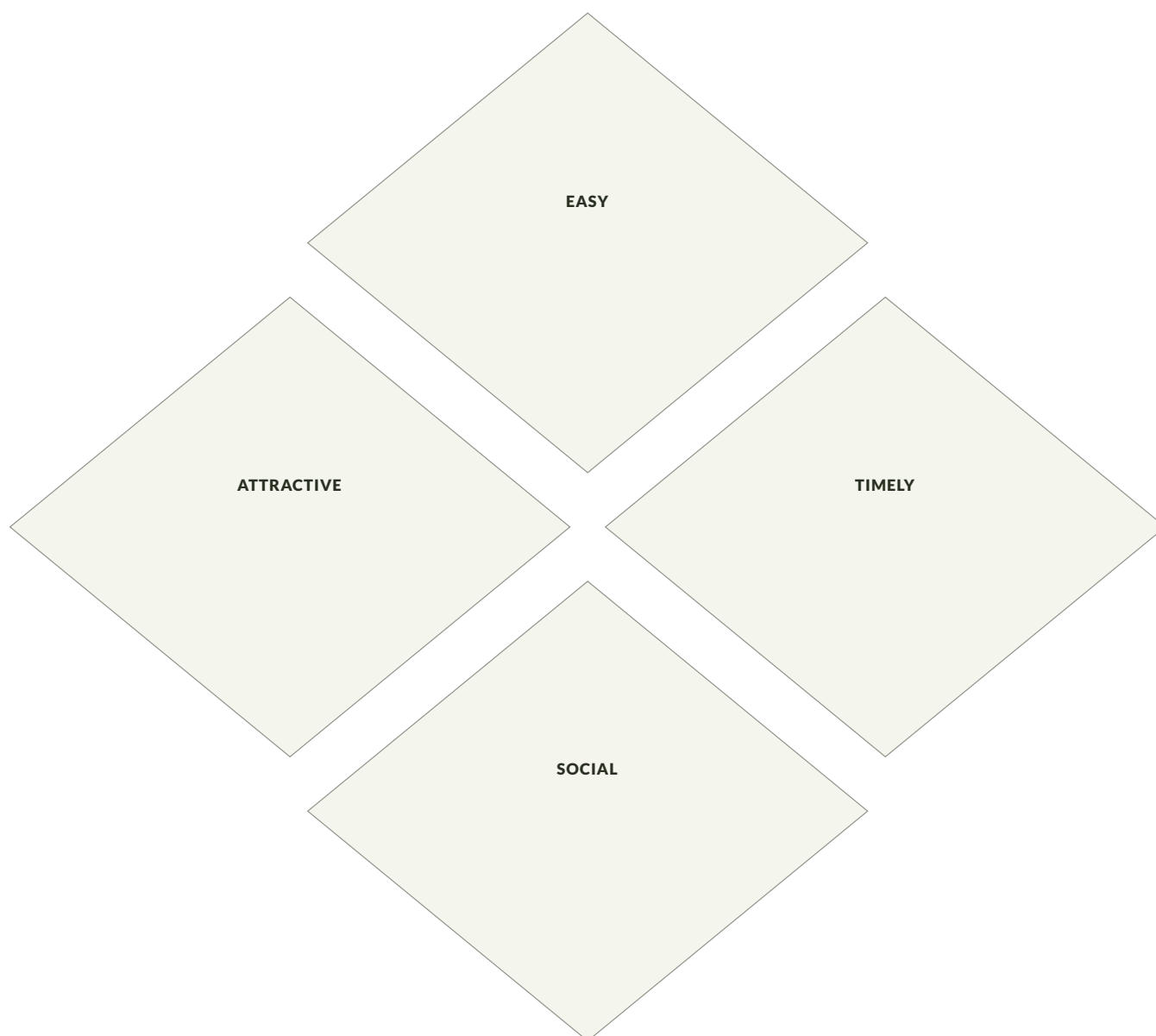


EAST

A behaviour-change checklist: makes the action you want people to take easy, attractive, social and timely. Origin: UK Behavioural Insights Team



● **EASY:** How you remove friction: smart defaults, fewer steps, a simpler message. The single highest-leverage lever.

● **SOCIAL:** How you show that relevant others already do it, harness networks, and ask for public commitments. Must be true.

● **ATTRACTIVE:** How you draw attention to the action and design the incentive: salience, personalisation, rewards that beat flat cash.

● **TIMELY:** How you hit the moment of receptivity, weight immediate costs and benefits, and help people form a plan.