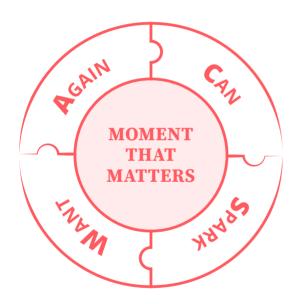
SUE | **SWAC** Tool[©] Cheat Sheet

We love it when you cheat



Adding SWAC to Moments that Matter

- 1. How can we make sure someone **WANTS** to perform the new behaviour?
- 2. How can we make sure someone CAN perform the new behaviour?
- 3. How can we **SPARK** the new behaviour at the Moments that Matter?
- 4. How can we activate the new behaviour AGAIN and again?



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Changing behaviour is about answering four questions:

CAN: can someone perform the behaviour?

WANT: does someone want to perform the behaviour? **SPARK:** is someone set into action at the right moment?

AGAIN: more than once?

Moments that Matter:

These are relevant decision points where you either need to stop someone in his automatic behaviour or need to make sure someone performs a new behaviour.

Behavioural Interventions:

At some moments you need to boost **capability** (CAN), at other moments you need to boost **willingness** (WANT). All interventions need to be **sparked**. The best interventions piece all the parts of the SWAC puzzle together. Behavioural change hardly ever happens overnight. You need to attract, convert, delight and **repeat again and again**.

