SUE | SWAC Tool© Cheat Sheet

We love it when you cheat

AGAIN · **CAN** · **MOMENT THAT MATTERS** · **SPARK** · **WANT**

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.**