

Behavior Change Strategy Brief

A concise planning guide for turning audience insight into measurable adoption across development and humanitarian programs.

1. Strategy frame

A strong behavior change strategy links the priority behavior, audience segment, barrier, motivator, messenger, channel, and measurement signal. The work is strongest when research, creative development, implementation, and learning routines are designed together.

Question	Decision to make
Priority behavior	What exact action should change, and who needs to take it?
Audience segment	Which group has the highest strategic value and a realistic path to adoption?
Barrier	What practical, social, emotional, or trust barrier blocks action?
Motivator	What benefit, norm, or identity can make action feel worthwhile?
Proof signal	What indicator will show whether adoption is moving?

2. Recommended discovery sprint

- Review existing research, campaign materials, community feedback, and program performance data.
- Interview frontline teams, partner managers, and trusted local messengers.
- Segment audiences by decision context, influence network, and readiness to act.
- Create two to four behavior hypotheses and test them before full rollout.

3. Engagement fit

This workstream fits organizations preparing a new campaign, redesigning a stalled communication approach, responding to low adoption, or aligning multiple partners around one behavior objective.

Prepared as a practical lead-generation resource for prospective Laki Consortium consulting engagements.