

# The **Changeology** model

A simple, universal model of change project design.

Your change project will:



Your project should harness people's **intrinsic desires** for betterment in their own lives and places (their positive *values*). But beware of trying to alter people's values: don't try make them want what you want! That will generate denial and resistance.

Help people overcome their anxieties by expanding their comfort zones (aka **self-efficacy**). There are lots of ways: familiarity, ease, autonomy, social norms, and more.

Successful projects create or modify people's environments to create **attractive paths** that allow people to achieve their desires in easy, positive and healthy ways (for example: for people to cycle, they need cycle paths that are safe, attractive and deliver them to their destinations).

Successful projects present exciting **invitations and opportunities** for people to take their first steps on the journey of change.

Here is where most work occurs in a change project.

More at [www.changeology.com.au](http://www.changeology.com.au)