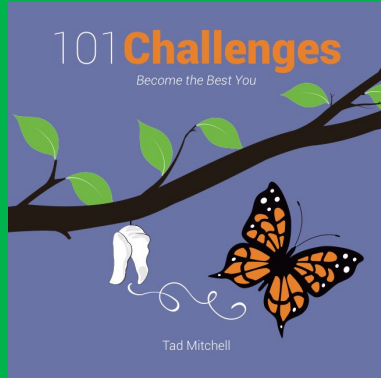
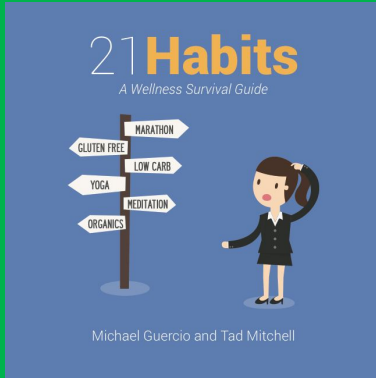


Designing a Program Focused on Behavior Change



If you aren't building habits, what are you doing?

Tad Mitchell

President & CEO
WellRight



What Is a Habit?

When we drive a car, we don't even think about stepping on the gas, looking in the mirror, or turning the blinker on. We are on autopilot. That's the power of habits.



Your Habits Define Who You Are

You are the sum of your habits. The way to redefine yourself is to change your habits. You can go on a crash diet and pounds will be lost, but unless new habits are developed in the process, the weight will eventually return. Such is life. In anything you do, unless you build habits, you will always revert to your former self.



Where Are We Going Today?

1. How to
Build a Habit



2. How to Design
a Challenge



3. How to Design a
Wellness Program



How to Build a Habit

Step 1: Believe It

Pick a habit that you are excited about and believe in. If you are not completely convinced that you want a particular habit, then it's much harder to master it.



How to Build a Habit

Step 2: Shrink It

Pick a habit that is small and easy.
Starting small can be liberating
because it's so simple and doable.



How to Build a Habit

Step 3: Trigger It

To start a new habit, you need to find a good trigger to initiate the habit. The best triggers are things that already happen every day.



How to Build a Habit

Step 4: Prepare for It

You would never go on a trip without preparing for it. Building a new habit is similar.



How to Build a Habit

Step 5: Track It

Each time you work on creating a new habit, track it. It will help you see your progress as you go.



How to Build a Habit

Step 6: Be It

In order for you to keep doing your new habit for the rest of your life, it needs to become ingrained as part of your identity, of who you are.



Challenges: Habit Building Simplified

A challenge bundles up the six steps to form a habit into a single, fun package—which makes it easier to build new habits.

“Everybody loves a challenge.”



How to Design a Challenge

2. Encourage Daily Activity

It's much better if a challenge fosters a daily activity rather than meeting a goal that can be done in a couple marathon sessions. For example, instead of making the goal to walk 150,000 steps, make the goal to walk 5,000 steps each day for 30 days.

CleanDesk
Declutter your desk



How to Design a Challenge

3. Level the Playing Field

In an effort to make a challenge “challenging,” sometimes it becomes too hard for some participants—often the ones who need it the most. Try tracking minutes instead of steps, or do a nutrition challenge instead of a fitness challenge.

Arctic500

Walk outside for 500 minutes



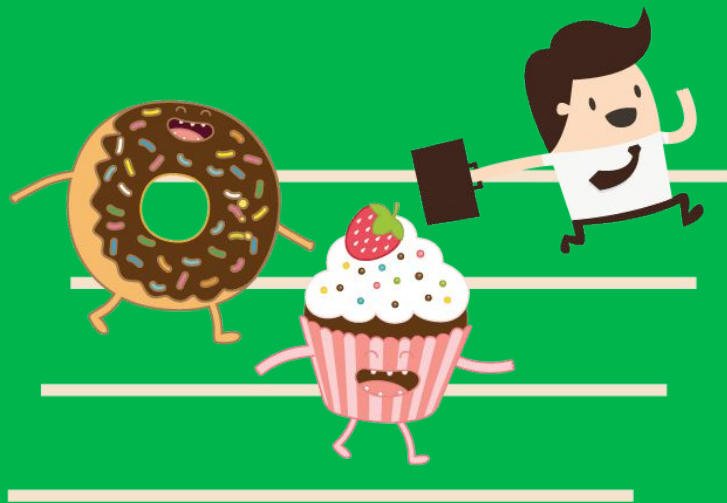
How to Design a Challenge

4. Allow for Exceptions

If someone falls short, there should be a way for them to stay in the challenge. Allow for a set number of exceptions during the period of the challenge, or allow people to earn exceptions by doing something extra like exercising for an extra half hour.

Beat**Sweets**

No sugar



How to Design a Challenge

5. Keep It Simple

In an effort to create the perfect challenge, the requirements can sometimes get overcomplicated. The simpler a challenge is, the more likely it is to be successful.

Home**Brew**

Skip the coffee house



How to Design a Challenge

6. Make It a Challenge

People like to be challenged. If the challenge is too easy, it's not appealing. On the other hand, if it's too hard, people won't attempt it. Find the right balance between achievable and challenging.

Eat**Clean**

No empty calories



How to Design a Challenge

7. Choose the Right Duration

If a challenge is too long or too short, its impact may be lessened. Often 30 days is a good duration, long enough to experience the benefits and build a habit, but not too long to lose interest.

MoveIt
5,000 steps a day



How to Design a Wellness Program

1. Allow People to Choose

People are much more likely to sustain a behavior change if they choose the behavior they want to work on. Each behavior change (whether it has a high impact or not), gives people the confidence they need to make bigger and better behavior changes.



How to Design a Wellness Program

2. Promote Habit Formation

Focus on building lifelong habits instead of drastic changes for short periods of time. For example, focus on eating more fruits and vegetables, limiting fried foods, limiting sugar, or eating whole grains. While seemingly small, these are the habits essential for long-term weight control.



How to Design a Wellness Program

3. Make the Program Holistic

Nutrition can be much more impactful than fitness activities. But many need to work on their mental health before they can change anything. Finally, until someone has their finances in order, they may not be able to achieve success in other areas of their life.



How to Design a Wellness Program

4. Use Rewards to Nudge

Use small rewards to jumpstart the behavior change process. If large rewards are used, behavior changes will not be sustained. Only use large rewards for outcomes (BMI, smoking).



How to Design a Wellness Program

5. Cater to the Unhealthy

A wellness program should work for the unhealthy, the ones that need it the most. Measure fitness goals in minutes. Include nutrition, mental wellbeing, and financial wellbeing challenges that everyone can participate in.



Where Have We Been Today?

1. How to
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Thank You

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