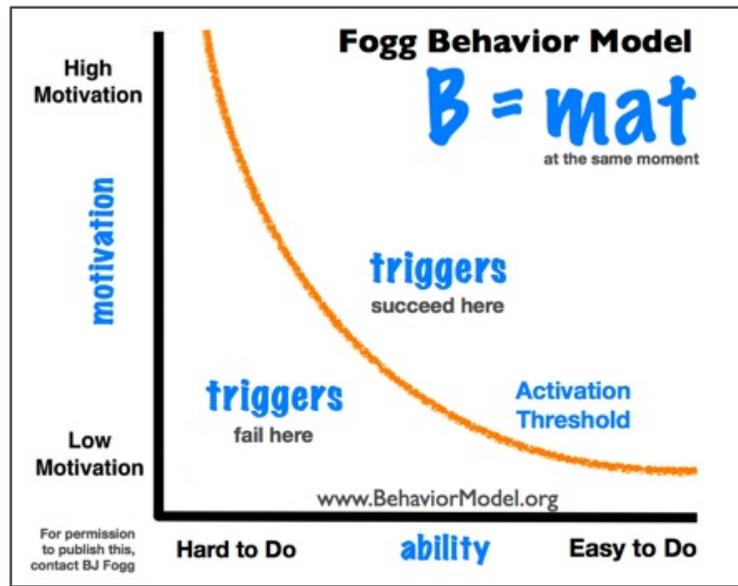


The Fogg Behavior Model

by B J Fogg, Stanford University

The Fogg Behavior Model (FBM) shows three elements that converge for a behavior to happen: Motivation, Ability and Trigger. The FBM helps turn behavior change from a mass of psychological theories into something organized and systematic.



(Comments by B J Fogg) Behavior and behavior change is not as complicated as most people think. Its systematic.

One of the best ways to get people to do a behavior in the long term is to build their confidence and ability through baby steps. I know you've heard the term "baby steps" before and sometimes people trivialize that because it's like, *baby steps*. It sounds trivial but it's not. Baby steps are super powerful. It's a way to help people continue to do harder and harder behaviors.

And the way it works is this. If you start people out doing something easy and if they feel successful doing that thing they're much more likely to do it again, because that behavior becomes easier to do. Let's say it's walking five minutes, it's easier to do day two. And naturally their motivation rises up. They're more hopeful and less fearful around that behavior. So as you have them take baby steps you're letting them develop more ability and more motivation.

And so you can ratchet up the baby steps and ask them then to do something harder. Maybe walk fifteen minutes... day one, day two, day three. And now here comes magic. Not necessarily after day

three but after a period of time of feeling successful. What I call **success momentum**. There's this moment in time that I call a **springboard moment**, where they jump up and they're able to do something much harder. What seems to happen is their fear shifts to hope. So fear depressing the behavior... as they feel successful then they become more hopeful and less fearful. And notice as the motivation goes up they're able to do a hard behavior. And I found that people actually select the hard behavior on their own and they do this without me prompting them.

The key is to help them take baby steps. Guide them on the baby steps and help them feel successful. That's how you tap into the power of success momentum and you lead them to what I call a springboard moment. And, boom, they'll do these harder things.

I have people every week who email me and say, "BJ, thank you helping me succeed in these small ways. I... wow... I was feeling so awesome about what I was doing and my ability to change. I did this super hard thing in my life."

So watch for that in your own life, and watch for that dynamic the lives of people you work with.