### APPLYING THE LESSONS TO YOUR WORK

A sustainable purchasing project that involves engaging others:

**Audience:**

**Single behavior selected for this exercise:**

### BARRIERS AND BENEFITS

Might motivate your audience:

Might be a barrier for your audience:

How can you find out your audience’s barriers & benefits?

### SOCIAL NORMING

Who might your audience identify with (or look up to)?

What action might these role model(s) take?

How would you amplify and make their action visible?

### SOCIAL DIFFUSION

Who could spread your message effectively?

How will you motivate and equip them?
### FEEDBACK ON PROGRESS TOWARD A GOAL

What is a shared goal you could create for your audience?

How can you divide up and give feedback to your audience to show how their contribution makes a difference?

### PLEDGES

What could your audience pledge to do?

How could you make their pledge public and long-lasting?

### PROMPTS

Where are your employees when they’re making the crucial decision? What are they looking at or doing?

What could an effective prompt look like?

### MY NEXT STEPS

Most useful strategies include:

In the next two weeks, I will: