



Exploring Behavioral Change Theory

Behavioral Change Segmentation within the CSB Construct

Facilitated by:
Kevin Monte de Ramos

June 14, 2012



KMDR Research
The Science of Efficiency™

Solutions for the SMART Utility



Powered by 100% Wind Energy.

This Website is Eco-Friendly

visit us at www.kmdr.net

TABLE OF CONTENTS

INTRODUCTION

PROCHASKA'S TRANSTHEORETICAL MODEL

STAGES OF CHANGE AS MARKET SEGMENTS

THE COGNITIVE-STRUCTURAL-BEHAVIORAL CONSTRUCT

EVALUATING BEHAVIORAL OUTCOMES

CHANGING OURSELVES FIRST



Powered by 100% Wind Energy
This Website is Eco-Friendly



KMDR Research
The Science of Efficiency™

INTRODUCTION

MARKET TRANSFORMATION INITIATIVES HAVE BEEN AROUND

It is necessary to develop approaches that help us better understand the motives and behaviors of markets actors ... To do so, we need new multidisciplinary understandings of markets and the market transformation problem, and we need to apply the methods of the social sciences. This will provide the underlying theory necessary for effective market transformation program development and supply a framework for quality assurance and continuous improvement.

(Kunkle & Lutzenhiser, 1998)

BEHAVIORAL CHANGE STRATEGIES NOW RECEIVING ATTENTION

- **Soft measures are sponsored interventions that intend to alter human interaction with energy end-use applications**
- **Soft measures are best understood as interactions between humans and energy end-uses; freeing a new set of analytics**



KMDR Research
The Science of Efficiency™

THE TRANSTHEORETICAL MODEL

PROCHASKA'S CHANGE STRATEGY

- **Conscious Raising:** challenge existing attitudes and behaviors
- **Dramatic Relief:** *emotional connection to existing behaviors*
- **Self Reevaluation:** *compare self image before and after change*
- **Environmental Reevaluation:** *consequence on those around them*
- **Self Liberation:** *establish confidence in one's ability to change*
- **Social Liberation:** *societies ability to alter behaviors of one and all*
- **Counter Conditioning:** *provide alternative responses to stimuli*
- **Stimulus Control:** *mitigate external stimuli that unwanted behaviors*
- **Reinforcement Management:** *manage rewards for behaviors*
- **Helping Relationships:** *development of trusted alliances*

KMDR RESEARCH AND PROCHASKA ALLIANCE FORMED TO SERVE THE ENERGY ISSUES AND UTILITY INDUSTRY NEEDS



Powered by 100% Wind Energy

This Website is Eco-Friendly



KMDR Research
The Science of Efficiency™

STAGES OF CHANGE AS MARKET SEGMENTS

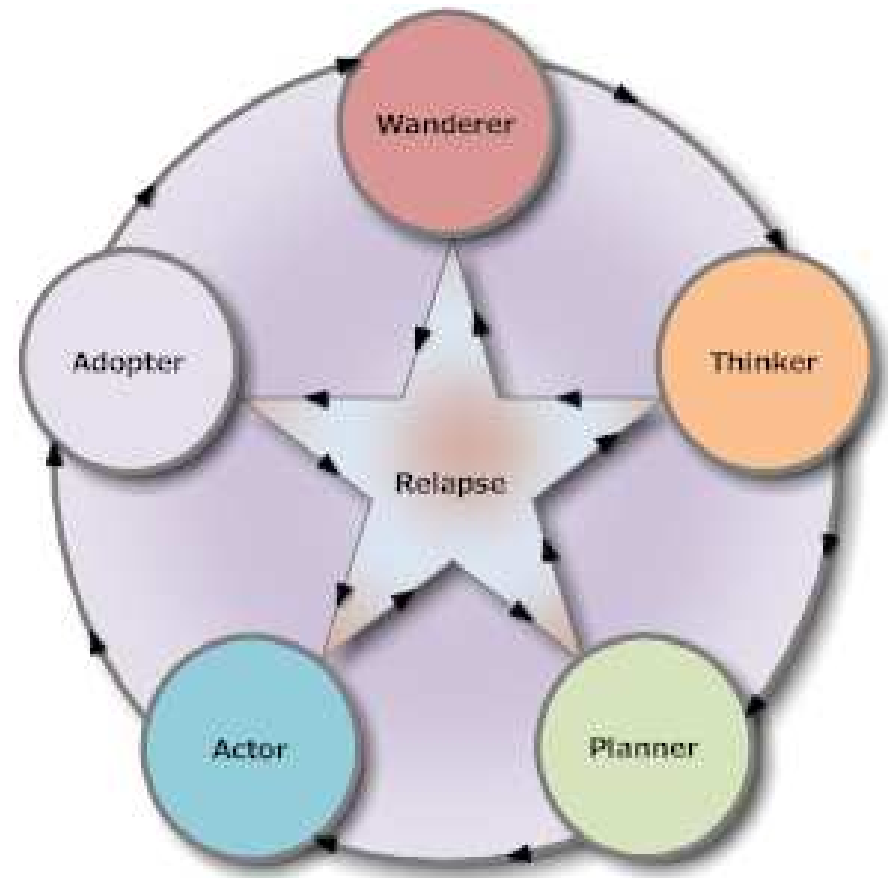
WANDERERS move about without a definite destination or purpose. These individuals do not appreciate the consequences of their behaviors and are generally satisfied with their choices.

THINKERS devote much time to thought. These individuals are aware that current behaviors have had unwanted consequences and that new behaviors could offer desired benefits.

PLANNERS work out methods to accomplish an objective in advance of action. These individuals have considered the pros and cons of behavioral change and have decided to move towards a new set of behaviors.

ACTORS are participating in the process of change. These individuals have tried new behaviors and are tracking the results.

ADOPTERS have assumed a new standard of practice. These individuals have repeated the new behaviors and became comfortable with them. The new behaviors appear more natural and require little conscious effort to maintain.

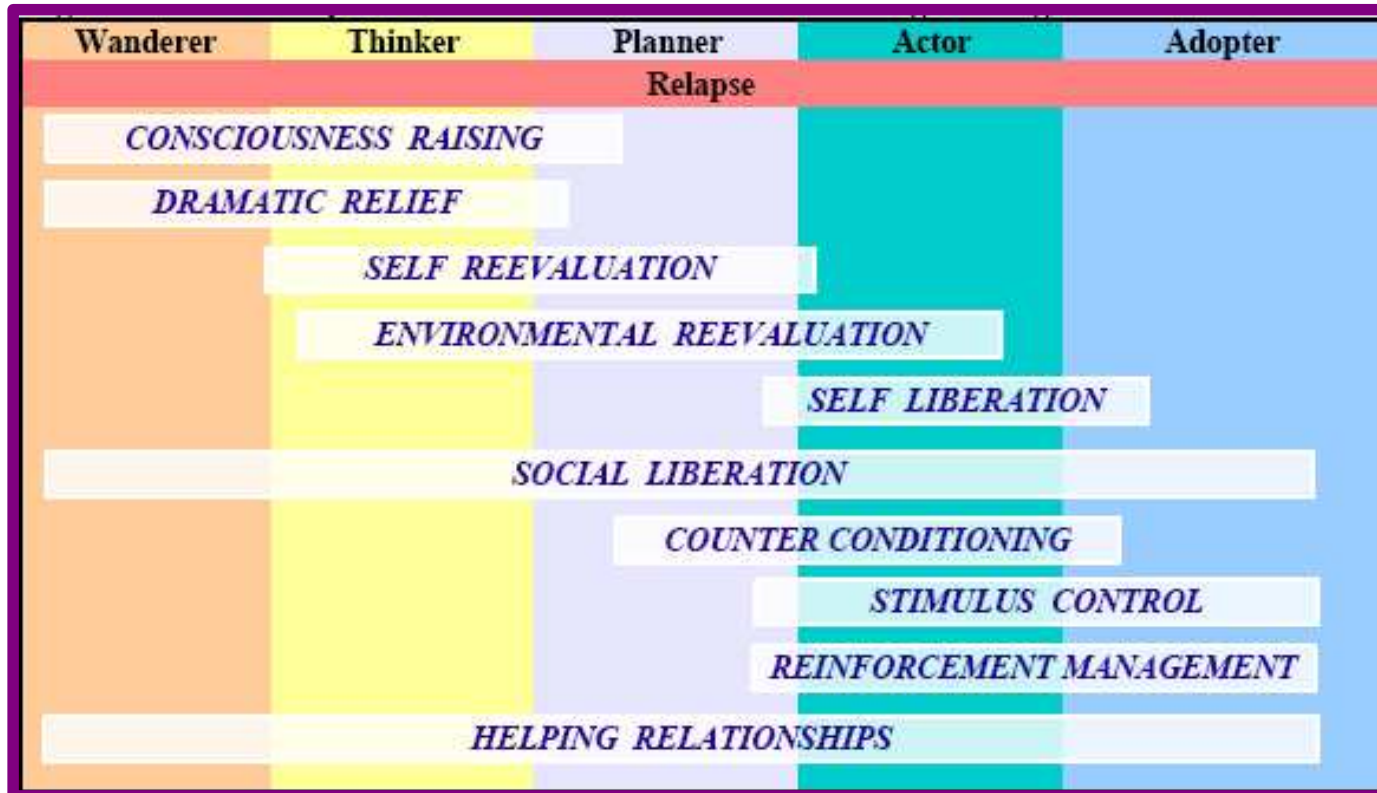


Powered by 100% Wind Energy
This Website is Eco-Friendly



KMDR Research
The Science of Efficiency™

APPLICATION OF THE TTM OF BEHAVIORAL CHANGE



Powered by 100% Wind Energy
This Website is Eco-Friendly



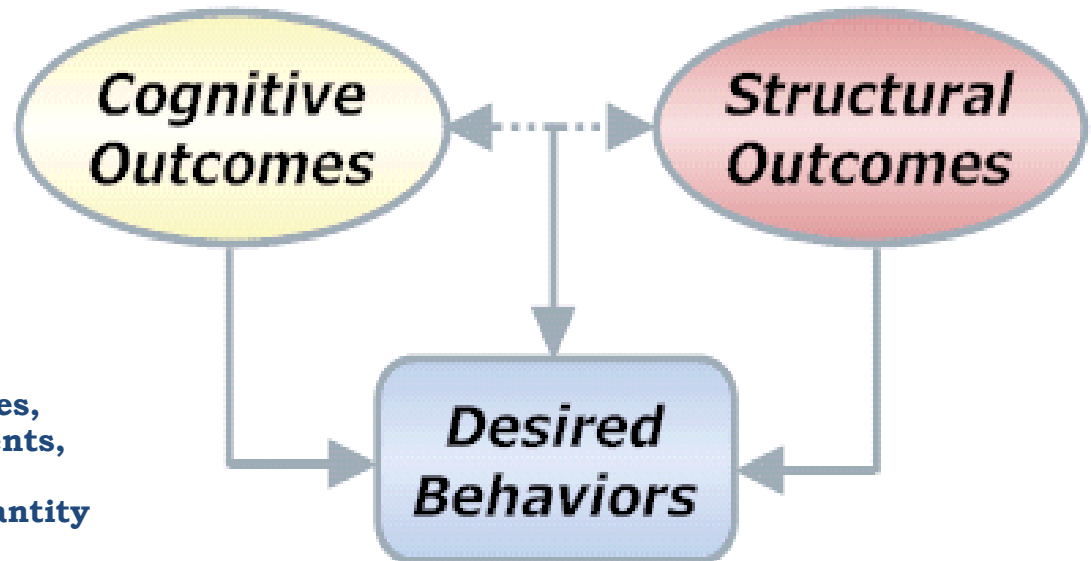
KMDR Research
The Science of Efficiency™

OUR CSB CONSTRUCT

COGNITIVE OUTCOMES are characterized by changes in the mental processes realized by individual market actors; typified by changes in awareness, knowledge, and attitudes, but also include changes in traits and characteristics altered via acquired learning, skills development, insight, understanding, perspective, outlook, ambition, desire, etc.

STRUCTURAL OUTCOMES the physical changes observed in the marketplace that are typified by changes in the overall capability of the market; via tools, technical references, standards of practice, regulatory requirements, technology innovation, market structure, financing instruments, product pricing, quantity of skilled tradesmen, and others.

BEHAVIORAL OUTCOMES are typified by product shipments, retail transactions, stocking practices, technology utilization, energy use, load shifting, etc. These outcomes are manifested by market actors influenced by the program.



Powered by 100% Wind Energy
This Website is Eco-Friendly



KMDR Research
The Science of Efficiency™

EVALUATING BEHAVIORAL OUTCOMES

HUMAN AND CAPITAL RESOURCES

PROGRAMMATIC ACTIVITIES

PROGRAM OUTPUT

+ COGNITIVE OUTCOMES

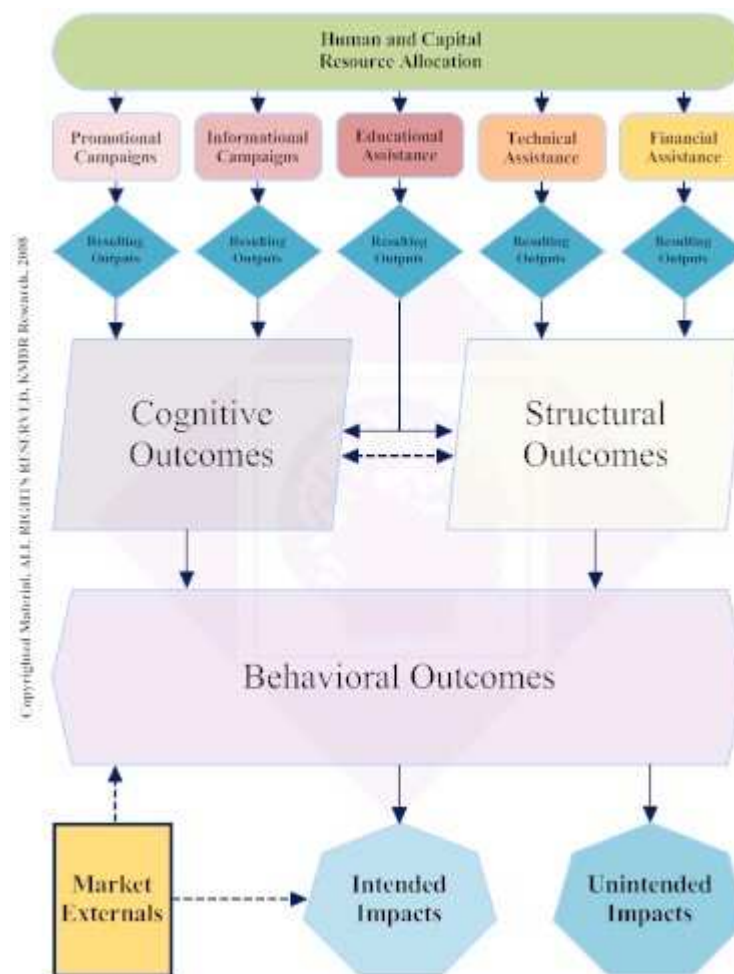
+ STRUCTURAL OUTCOMES

+ BEHAVIORAL OUTCOMES

IMPACTS (intended and unintended)

MARKET EXTERNALITIES

- establish causal attribution pathway



Powered by 100% Wind Energy.
This Website is Eco-Friendly



KMDR Research
The Science of Efficiency™

CHANGING OURSELVES FIRST

SAME ACTIONS = SAME RESULTS

**ATTITUDES ARE ESTABLISHED OVER TIME --- THEREBY,
REQUIRE THE SAME TO EFFECT A CHANGE**

TYPICAL STRATEGY IS TO BUILD UPON EXISTING ATTITUDES

STILL, BEHAVIORS CAN BE ALTERED

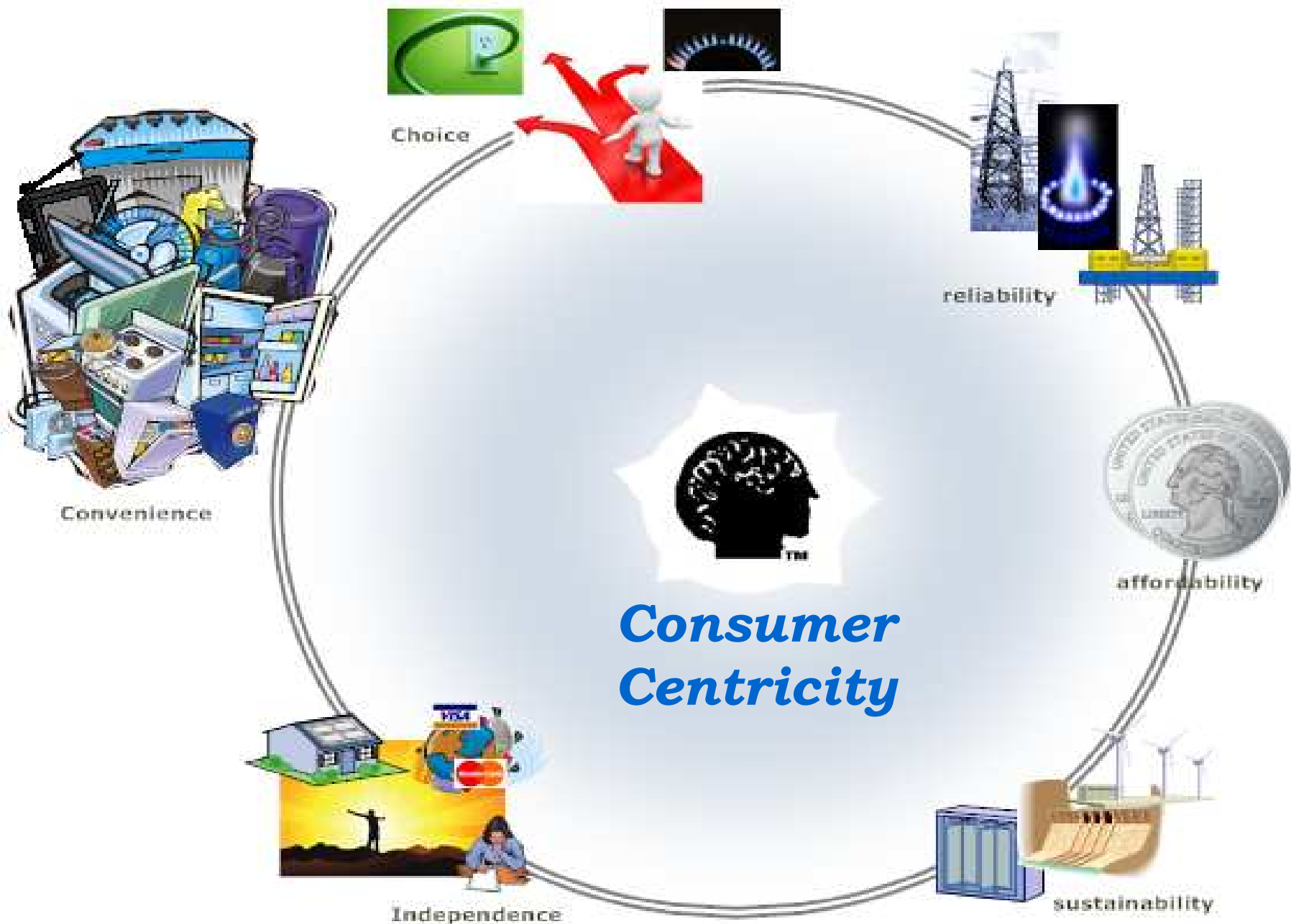
STRUCTURAL CHANGES CAN BE USED TO ENABLE BEHAVIORS

- **simple speedometer needed to manage rate of travel**
- **facilitated learning opportunities**
- **public forums and conferences**

DIFFERING PERSONAS REQUIRE DIFFERENT MESSAGEING



KMDR Research
The Science of Efficiency™



***I appreciate the
time you have given
this discussion***

**CONTACT US FOR YOUR
COPY**




KMDR Research
The Science of Efficiency™

Kevin Monte de Ramos
Management Consultant: *Energy and Utilities*
Market Opportunities Assessment
Consumer Engagement Strategies

KMDR Research
1508-126 Simcoe Street
Toronto, ON M5H-4E6
CANADA

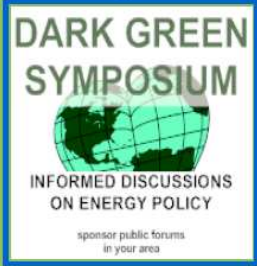
Phone/fax: (888) 563-7638
Cellphone: (802) 881-4806
Email: KMONTE@kmdr.net



BUSINESS AS USUAL
that suit just doesn't fit

Kevin Monte de Ramos, Hugh Phillips, and Bruce Williams



Document Sponsor:



An exploration of SMART trends and the emerging evolution from ratepayer to energy consumer.

What does this mean for your organization?

January 2012



KMDR Research
The Science of Efficiency™

visit us at www.kmdr.net

Powered by 100% Wind Energy
This Website is Eco-Friendly