

EAST

Framework

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EASY

If you want to change people's behaviour, then you need to make it as easy as possible for them to do the task.

ATTRACTIVE

If you want someone to do something, provide them with the right incentive. An incentive could be a monetary reward, or it could be avoiding a risk or a loss. .

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SOCIAL

We often look to others to modify our behaviour. If you want someone to do something, model that behaviour or express that many others do it.

TIMELY

Provide a 'nudge' at a time where someone is most likely to be receptive, such as if they are already in the process of changing their behaviour.

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