

# Think | BIG

## Tips for Completing a Behavior Profile

**BEHAVIOR:** A behavior is written from one **Primary Actor's point of view**. It describes the Primary Actor you are working for and what you hope they can do as a result of your work. The Primary Actor is the beneficiary you are working **for**, not necessarily **with**.

**Here is a formula that can help you write a Behavior:**

**SPECIFIC PRIMARY ACTOR + ACTION VERB + ISSUE TO BE ADDRESSED + GEOGRAPHY OR OTHER SPECIFICS (IF NEEDED)**

**Examples:**

- Property-owning citizens pay full property rates annually
- Energy consumers use reliable and affordable electricity services
- Teachers improve quality of instruction in the classroom
- Vulnerable households use social safety nets

**STEPS:** The steps of the behavior are written from the **Primary Actor's point of view**. The steps are small actions that the Primary Actor needs to do to practice the behavior. Steps are not necessarily sequential. If the Primary Actor follows these steps, they have practiced the behavior.

**FACTORS:** Factors are examined from the **Primary Actor's point of view**. A factor can be a barrier (B) or a motivator (M). Factors describe “why” they are able or unable to practice the behavior or carry out a step needed to practice the behavior.

**Here is a formula that can help you write a Factor. Even if you don't follow it exactly, be sure to focus on WHY the primary actor can or cannot act:**

**PRIMARY ACTORS + DO/DO NOT or CAN/CANNOT (or similar) + SPECIFICS (what they do/cannot do) + BECAUSE (or similar) + SPECIFICS (why) + ADD (B) or (M)**

**Examples:**

- Accessibility: Farmers do not use improved seeds because they cannot afford the high cost (B)
- Service Experience: Caregivers do not take a sick child to the clinic because they perceive it to be poorly equipped to treat sick children (B)
- Norms: Parents send children to primary school because most parents in the community do (M)
- Knowledge: Citizens do not pay property rates because they do not know how much to pay according to law (B)

**SUPPORTING ACTORS AND THEIR ACTIONS:** Supporting actors' actions describe the other people that have to do something to address the factors to help the Primary Actor practice the behavior. Many times, the Primary Actor alone cannot practice the behavior without support of others in the system, including at the institutional-, community-, and household- levels.

**Here is a formula that can help you write a Supporting Actor's Action:**

**ACTION VERB + WHAT (specifics linked to factor) + TIME/PLACE/POPULATION (if necessary)**

**Examples:**

- Policymakers: Pass policy ensuring land-rights for women
- Community Microfinance Institutions: Provide financial literacy to the most vulnerable heads of household
- Teachers: Reinforce life-skills such as good hygiene during primary school
- Male Partners: Support women to publicly speak their opinions during town hall meetings

**STRATEGIES:** Strategies describe what should be done in illustrative, general terms. Strategies are used to overcome a factor that inhibits practice of the behavior (Barrier) or to leverage a factor that supports practice of the behavior (Motivator). Strategies can incorporate a supporting actor's action to address the factor or can be directed toward a supporting actor who must take action for the Primary Actor to practice the behavior.

**Here is a formula that can help you write a Program Strategy:**

**ACTION VERB FOR IMPLEMENTING PARTNER + CLEAR ILLUSTRATIVE STRATEGY**

**Examples:**

- Develop and implement community-based female financial literacy programs
- Improve storage capacity for improved seeds and other inputs at the district level
- Build waiting shelters for pregnant women so they are comfortable while waiting for services
- Create district-level forums for head teachers to share perspectives on how to keep disadvantaged pupils in school

Note: Sometimes Enabling Environment Strategies and Systems, Products and Services Strategies require their own Supportive Communication. If you feel that one of these Strategies needs some communication for it to be effective, indicate this.