How to Read a Behavior Summary

A Behavior Summary is one of the tools Think | BIG (Behavior Integration Guidance) offers to support behavior-led and -focused strategies. A Behavior Summary is created by synthesizing the elements of multiple Behavior Profiles into a single document. Behavior Summaries allow you to more easily identify the common factors, supporting actors, and strategies that appear across your Behavior Profiles. In turn, making it easier to maximize your impact by targeting your resources where they'll have the greatest effect and reducing redundancy in your programming.

A Behavior Summary is broken into four main sections: bundles of behaviors, factors, supporting actors and their actions, and strategies. These summaries also include both unique and cross-cutting items. Unique items are those that only appear in one bundle of the Behavior Summary. Cross-cutting items are those that appear in two or more bundles of behaviors.

The illustration on the following page depicts a Behavior Summary with only two bundles of behaviors, but a Behavior Summary can contain up to four bundles.

Follow the steps below to learn how to read a Behavior Summary. Note that each step number corresponds to the relevant section of the Behavior Summary graphic.

1. Review the behaviors that have been bundled and the behaviors that make up that bundle. The titles of these bundles help frame language around both the individual behaviors and the bundles they fall into.
2. Examine the unique factors by bundle, those that cannot be combined with any other factors and must be considered in your strategy or your activities individually.
3. Review the cross-cutting factors in the Behavior Summary, those that have been combined with other factors that you can considered as a package in your strategy or your activities.

**Note:** Both unique factors and cross-cutting factors should be included in any resulting strategy or procurement documents. The goal is to collapse like your categories as much as possible without losing meaningful specificity.

4. Re-examine the unique supporting actors and their actions that fall within each bundle, those that cannot be combined with any other actors and must be considered in your strategy or your activities individually.
5. As before, re-examine the cross-cutting supporting actors and their actions that will be important to your strategy or procurement, those that have been combined with other actors that you can considered as a package in your strategy or your activities.
6. Review all of the illustrative strategies that could effectively engage the supporting actors to address the factors in your Behavior Summary, as reviewed in steps 2-5. This is an essential step in helping ensure that a primary actor could successfully adopt the behaviors.
7. Finally, repeat step 6 for all of the cross-cutting strategies, those you can considered as a package in your activities.
1. Review bundles of behaviors

2. Examine unique factors

3. Examine cross-cutting factors

4. Re-examine unique supporting actors

5. Re-examine cross-cutting supporting actors

6. Review all the illustrative strategies

7. Review cross-cutting strategies