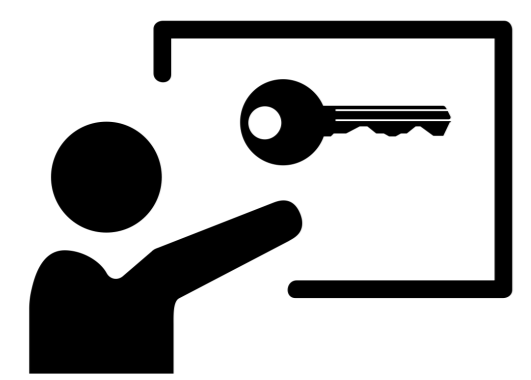


# Key Action Model

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Iteration # \_\_\_\_\_



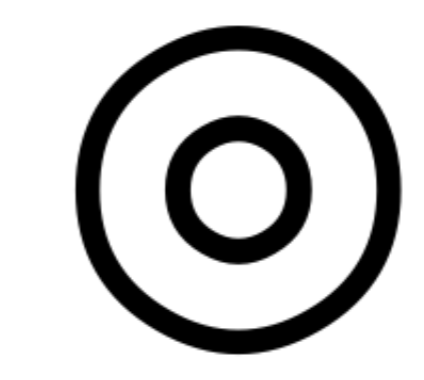
## KEY ACTION

What is the simplest action you must perform regularly in order to achieve a reward that ultimately leads to your goal.



## REWARD

The variable positive reinforcement received when the action is performed.



## GOAL

The outcome this behavior or key activity will enable you to achieve.

When the following three elements converge at the same moment you are most prime to perform the action. When you don't take action at least one of the elements below is missing.



## IMPORTANCE

Action Model highlights three Core Motivators: Sensation, Anticipation, and Belonging. Each of these has two sides: pleasure/pain, hope/fear, acceptance/rejection.



Pleasure	Hope	Social Acceptance
Pain	Fear	Social Rejection



What image, sound or other sense could remind you of these motivation factors? Why would it be a good reminder?

1 2 3 4 5 6 7 8 9 10  
Low (circle one) High



## ABILITY

In order to perform an action, you must have the ability to do so. There are two paths to increasing ability: training, or making the behavior easier.

- Time
- Money
- Physical Effort
- Mental Effort (too confusing)
- Social Deviance (outside the norm)
- Non-routine (too new)

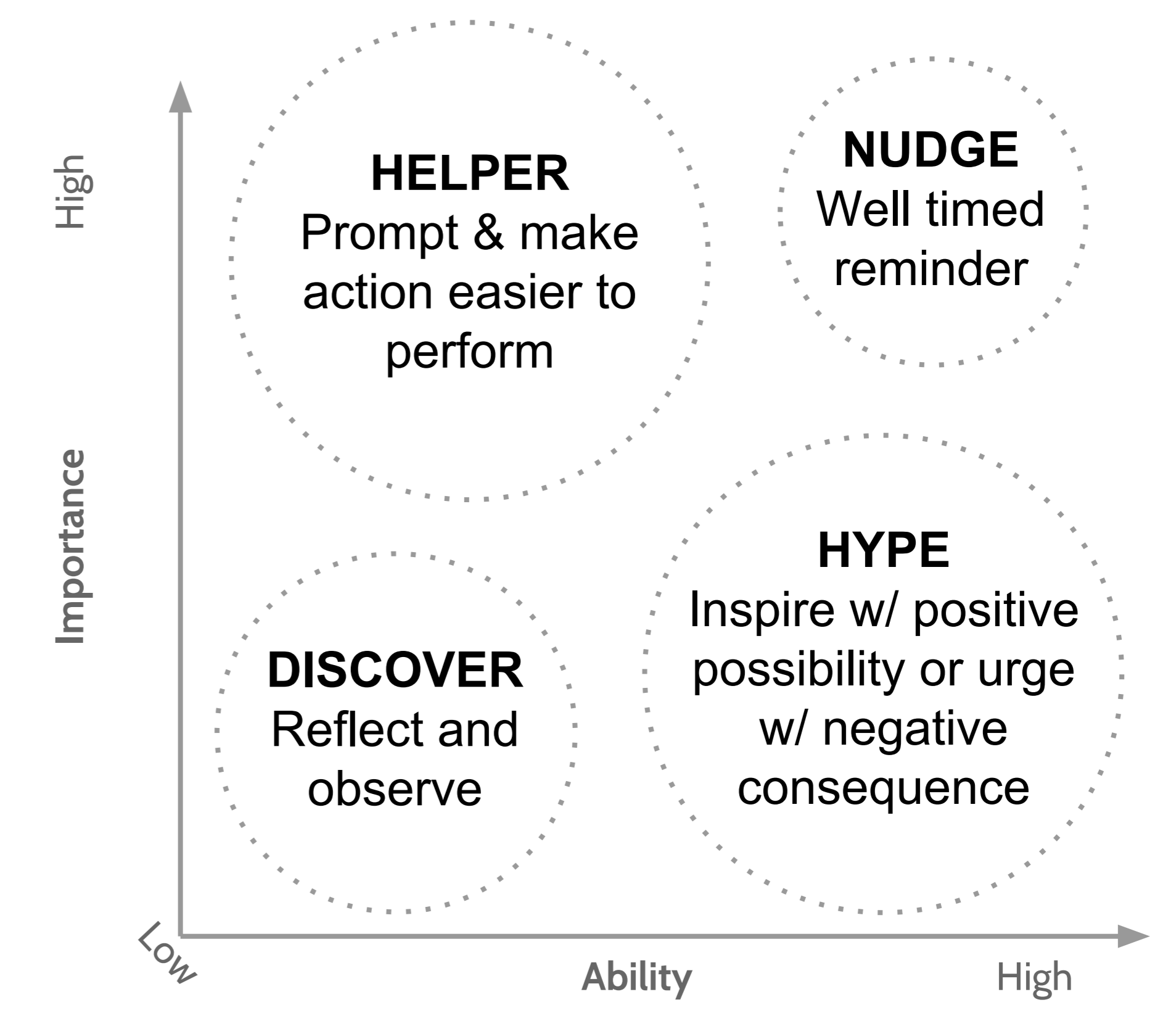
What or who specifically could makes the ability easier for you?

1 2 3 4 5 6 7 8 9 10  
Low (circle one) High



## URGENCY

Trigger prompts that urges you to take action.



What is the visual, sound or other trigger that will "Nudge" you on the urgency of this key action?  
When is the right time of day/week for the nudge to remind you and how often or frequently?

What is the facilitator?

What is the spark?