

Creating Momentum: Motivating and Inspiring People to Change

Want to Motivate & Inspire?



Then you need to emotionally engage people. To emotionally engage you need to connect with them (face to face).

The Illusion of Connection

Social media, email and text messages give us the illusion of connection. But we're not connected in the ways we need to be.



Being communicative is very different from feeling connected to another human being.

Overcoming Resistance and Negativity

Two strategies that can help people be more open and receptive to what you have to say:

1. Gratitude (e.g. contrast Japan rush hour to Perth rush hour and/or get people to reflect on their strengths and resources).
2. Mindfulness (e.g. get participants away from screens and devices and ask them to take a few deep breaths before you get started).
3. Don't try to be a public transport hero: Share your commuting challenges and how you overcame them with others.



Share Stories

Forget boring graphs and facts.

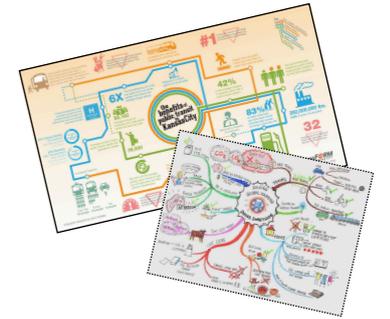


Tell a story instead. Stories are memorable and help people to connect with you.

Don't feel comfortable sharing a story? Play a short, punchy video to illustrate your point.

The Power of Visuals

Every change agent needs to be armed with a set of colourful visuals.



Don't hand out text heavy documents. Give people mind maps or infographics instead.

Five Stages of Change

The Transtheoretical Model of Change says people are at varying levels of readiness for change.

1. Precontemplation
2. Contemplation
3. Preparation
4. Action
5. Maintenance



For best results, meet people where they are at.

Stimulate the Brain: Fun Theory

Make your events fun and novel for people. Not all your events have to be formal.



They can be casual events that incorporate taking public transport or walking in some way.

Celebrate successes (big and small). Provide lots of encouragement. It makes a difference!



Framing Matters

Instead of focusing on what people have to give up (i.e. driving), focus on what people will gain from engaging in active modes of transport:

1. More energy
2. More time for self
3. More time to read
4. Less stress



Get people to focus on the immediate benefits of engaging in the desired behaviour.

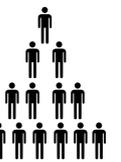
Start Small

A total life overhaul rarely works. Ease people into the new behaviour. Baby steps.



Change at the Organisation Level

Key messages reinforced regularly, workplace challenge implemented, equip people with tools (e.g. smart rider), and offer a donation to charity if 100% participation is achieved.



It helps for people to see their progress and how they are tracking with their active transport goals. You can be creative in how you do this (e.g. gamify it).



Keep Your Events Positive

If you dwell on the negatives too much, people's brains will switch off. They will revert to their usual patterns of behaviour (e.g. driving).



Avoiding the Comparison Trap

We all have different circumstances. Focus on the best you can do with the resources that you have.

