**Whose behavior** would you like to change (e.g. your own, your customers’, etc.)?

**What is the behavior** you would like to change (e.g. diet, buy more product, etc.)?

**Benefits** of the behavior:

1)

2)

3)

4)

5)

**Barriers** to the behavior:

1)

2)

3)

4)

5)

Is the behavior desired or undesired?

* If **desired**, circle/highlight “Increase” as associated with the benefits and “Decrease” as associated with the barriers sections below
* If **undesired**, circle/highlight “Decrease” as associated with the benefits and “Decrease” as associated with the barriers sections below

How to Increase / Decrease (circle one) **Benefits** of the behavior:

1)

2)

3)

4)

5)

How to Increase / Decrease (circle one) **Barriers** to the behavior:

1)

2)

3)

4)

5)