

Plan your message: Feel, Know, Do Change Hearts, Minds & Actions



hearts



minds



actions



Feel
(Emotion)





Know
(Cognition)

Do
(Behaviour)

Remember:
Information + Emotion =
Memory

<input type="radio"/>	As a result of my message, what do I want people to:
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	Feel:
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	Know:
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	Do:
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	

Create your Values-based message - start with shared values!

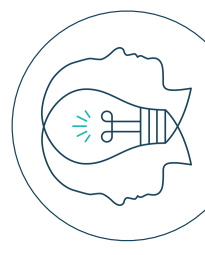
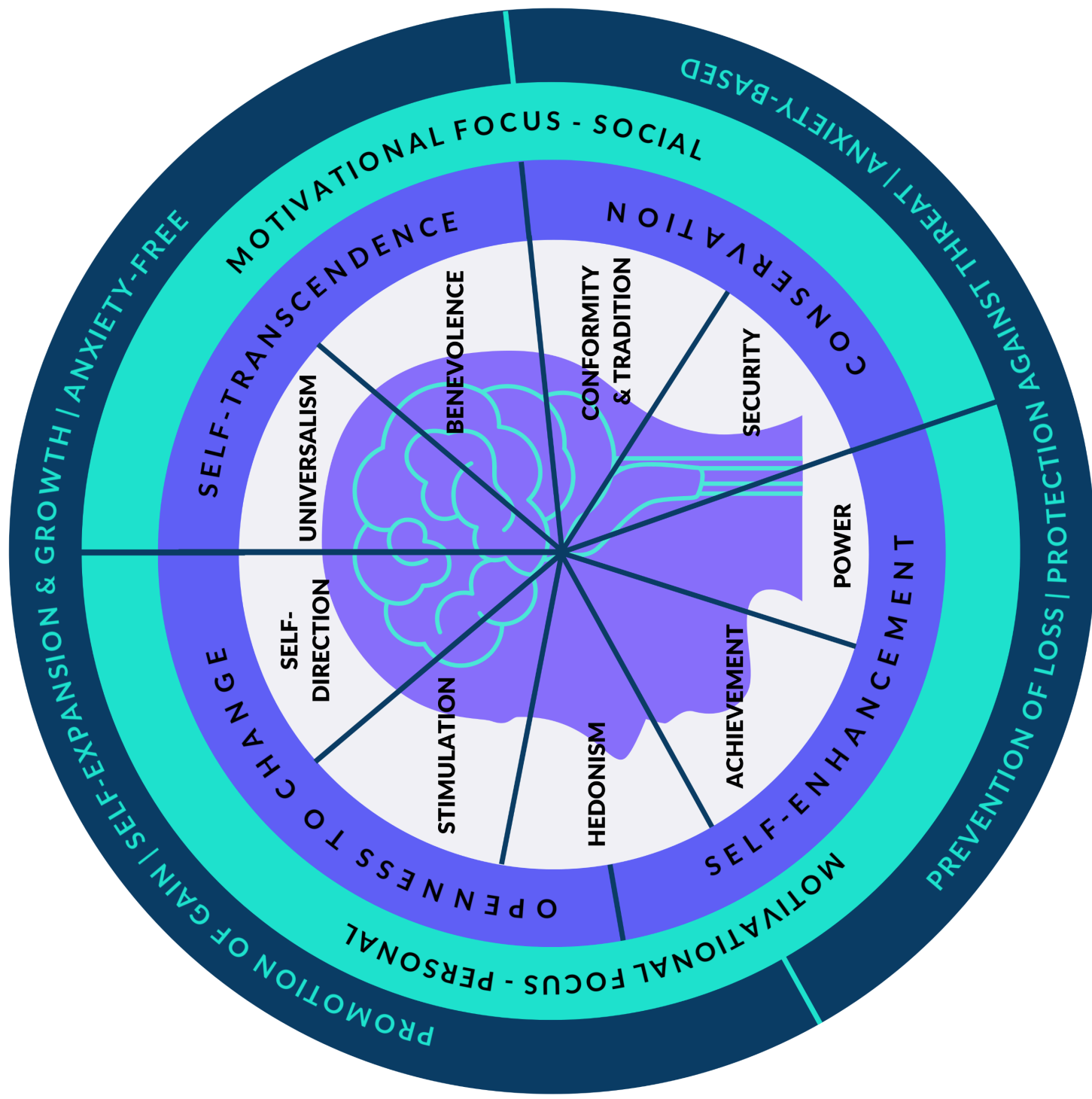
<p>Shared values</p> 	<p>Start with <u>Intrinsic values</u>, emphasise commonalities, broad points of agreement</p> <p>Remember: values act as a signpost for reasoning</p>	
<p>Problems</p> 	<p>Spells out threats to the shared values, creates dissonance</p> <p><i>Note: don't start your message with problems, it's counterproductive</i></p>	
<p>Solutions</p> 	<p>Provide hope, relief and motivation by offering solutions to the problems that threaten the shared values; outweigh problems with solutions; convey purpose, possibilities, momentum</p>	
<p>Actions</p> 	<p>Agency and purpose, act on the energy created by insight; finish on a motivational up; people are collective actors for positive change creating new social norms</p>	

Why it matters:

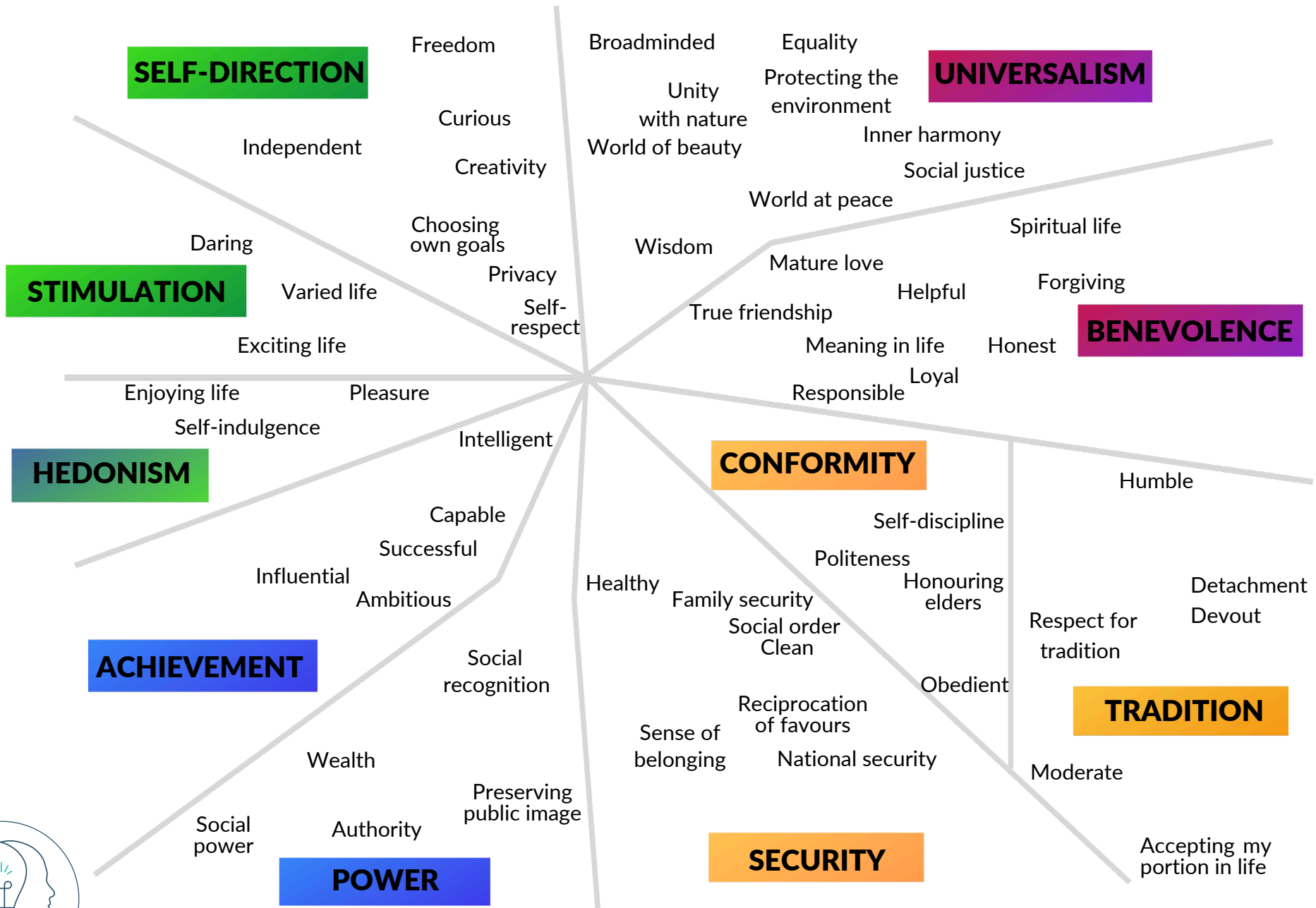
- Values provide the frame through which people perceive and reason about the information presented.
- Widely shared intrinsic values foreground care, connection and curiosity - orientating people towards positive change.

Circular continuum of human values

classification, motivations, focus, relationships, dynamic underpinnings



HUMAN VALUES MAP



Adapted: Schwartz S.H. (2006) Basic human values: theory, measurement and applications. *Revue française de sociologie* 42, 249-288.