

## What's your challenge?

Understanding the issue before you begin is really important for any goal that seeks to influence or change behaviour. We encourage our clients to think about the challenge ahead and prepare a position statement that sets out where you are now and where you would like to be.

Use the template below to gather your thoughts. It will help you to question assumptions you might have about the issue and also the people you are planning to influence or change. It is also a good idea to get everyone within your organisation to agree to this position statement to ensure you are all in agreement and committed to the challenge.

	1	In less than 100 words, can you describe the issue or problem you are seeking to address?
	2	What is driving the concern now and what data/evidence do you have to show that this is a problem or issue that you need to address?
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	3	What is likely to happen if no action is taken?



4	Thinking about behaviour what are the key challenges?
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5	Who do you think the audience is and how are they directly affected by the issue now? (if you can, write down different audience groups if there is more than one group)
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6	What resources/ support/ assets do you have to take on this challenge? (To include: financial, internal staff and skills available within your team and support from partners)
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