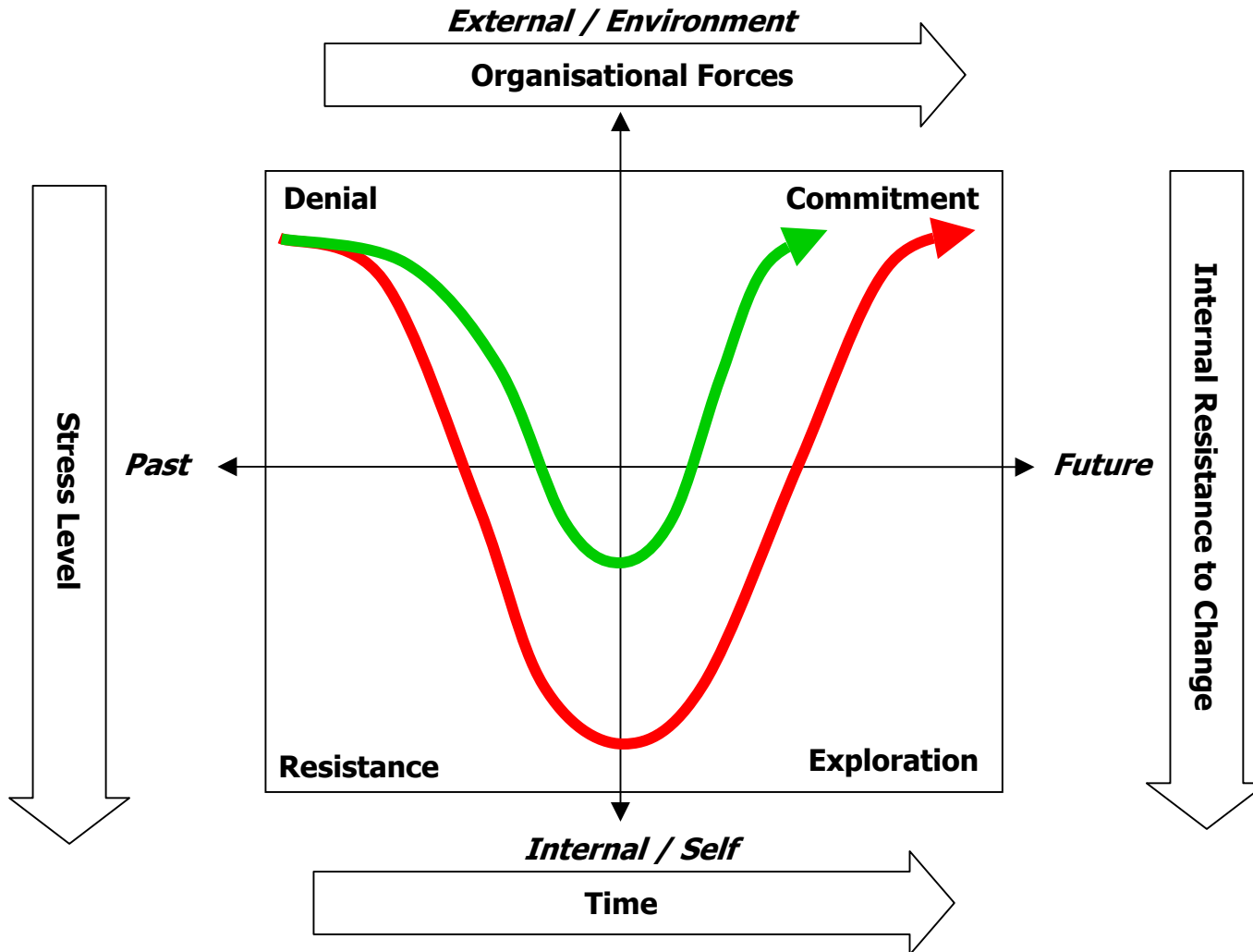


Measurement of Behavioural Transition

Measurement is key to determining the success of behavioural transitions. Measurement allows adjustment to reinforce successful interventions and modify resource-wasting endeavours.



Achievers move quickly through the phases (as little as a few minutes)

Affiniters take much more time (up to two years)

Sandar research puts the mean time for change at 9 months

- Denial
- Resistance
- Exploration
- Commitment