

Promoting Behaviour Change (Online Classroom)

This Online Classroom will help you learn useful strategies to help people get active, and innovative nudge techniques to ensure they stay active.



Behaviour change is a series of small steps taken over time as part of a journey. The goal of that journey may be to reverse unhealthy patterns of behaviour, such as an inactive lifestyle.

Every coach needs to be a good people person, and learning behaviour change tactics in this two-hour online classroom will help you significantly hone those softer skills. This Online Classroom will provide you with the tools and tactics to ensure your participants develop and maintain the incentive to create lasting change in their lives.

The course has been awarded 2 CPD points by the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA).

What You Will Learn

This session will help you:

- recognise a person's journey to becoming and staying active
- understand simple behaviour change strategies to improve the likelihood of people in your session staying active
- identify opportunities in and around your coaching session to use behaviour change strategies.

Accompanying Resources

You will receive 3 months' access to an online version of this booklet that accompanies the Promoting Behaviour Change Online Classroom.

The 24-page resource explains what behaviour change is and why it is so important, and sections include:

- Sustaining behaviour change.
- Understanding people's journey.
- Understanding motivations.
- Connecting with others.
- Helping set goals.
- Building confidence.
- Making commitments.
- Promoting social norms providing meaningful feedback.
- Rewarding and incentivising.