

4 BEHAVIORAL SCIENCE RULES

Major behavioral influences need to be checked in each public as a practical guide. Most useful are these:

- ♥ **Rule of Abuse**, from sociology: Any significant change in a relationship is the result of an abuse (real or imagined) by one of the parties. Until abuses are removed or at least surfaced, publics won't even hear your appeals for behavior.
- ♥ **Rule of Participation**, from psychology: People will only get behind those decisions they've had a voice in making – or feel they had a voice. To get them to act, give them ownership.
- ♥ **Rule of Rewards**, from psychology: People will do that for which they are rewarded.
- ♥ **Rule of the Cheerleader**, from anthropology: There has never been a successful society or organization without cheerleaders. Build them into plans because even the most willing audience falters sometime.