
BEHAVIOURAL SCIENCE 2.0: TACKLING COMPLEX GOALS USING BEHAVIOURAL SYSTEMS

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Activate Research

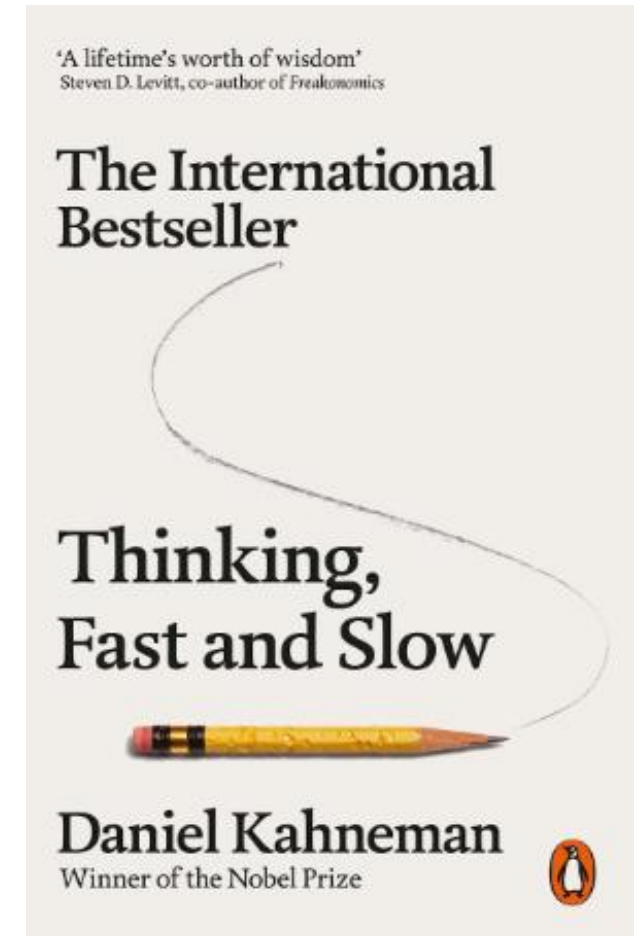
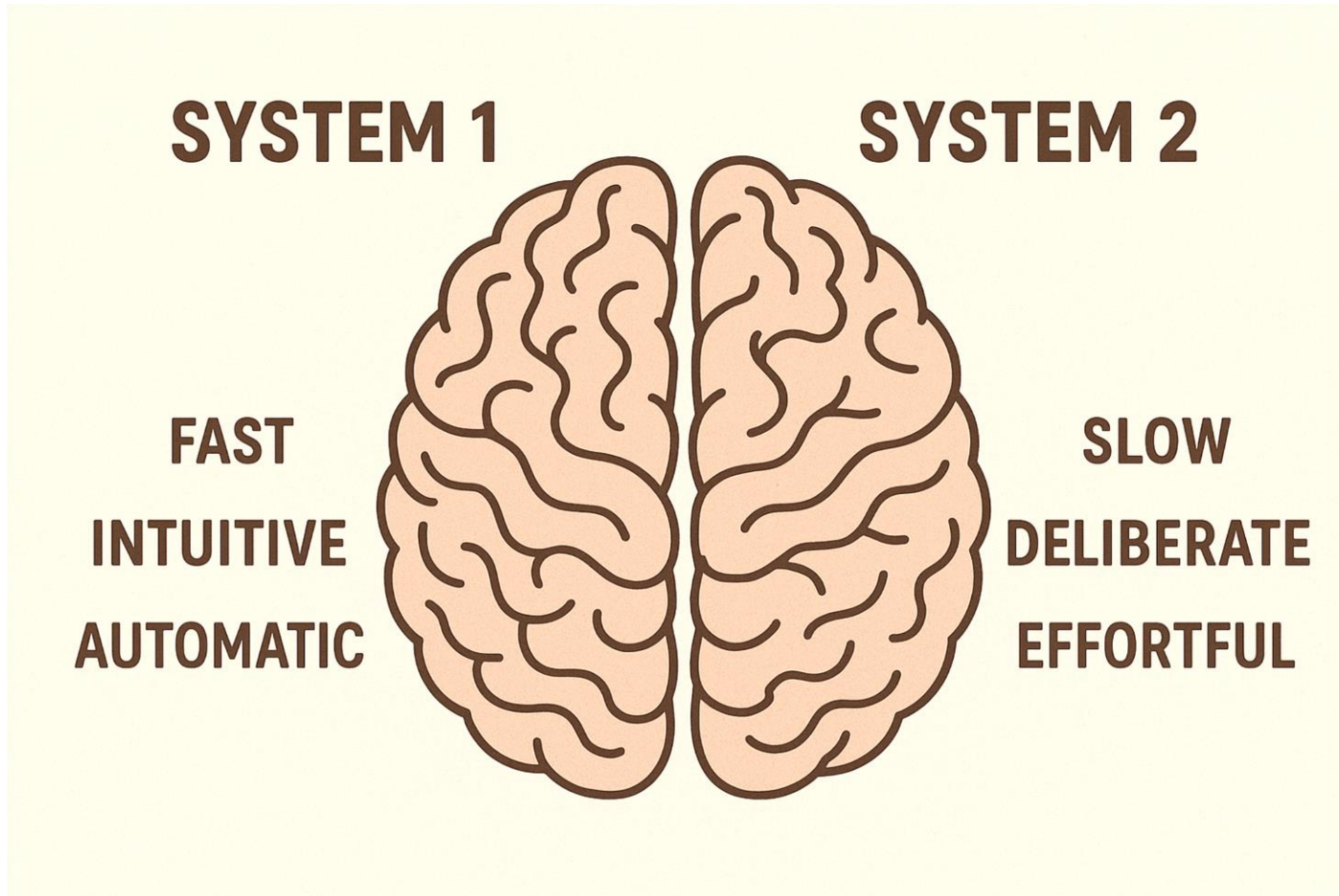
ACTIVATE RESEARCH – BRIEF SUMMARY

- We **inspire change** and **drive growth** through enabling a deeper understanding of *how people think* and *why they behave as they do*
- Insights and approaches from behavioural science

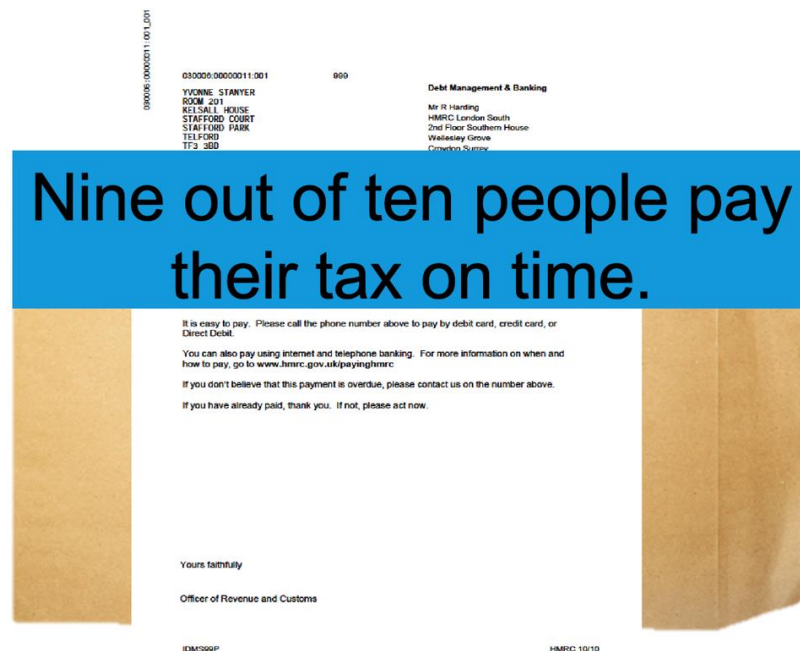




BEHAVIOURAL SCIENCE 1.0



BEHAVIOURAL SCIENCE 1.0: EFFECTIVE NUDGES



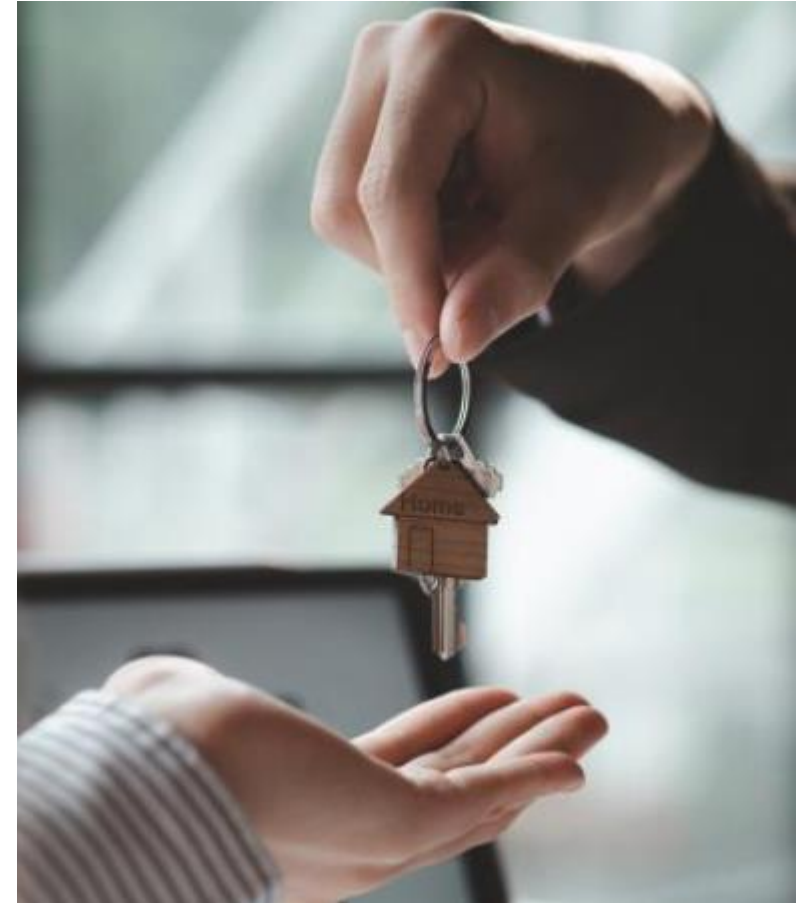
BEHAVIOURAL SCIENCE 2.0



Complex goals

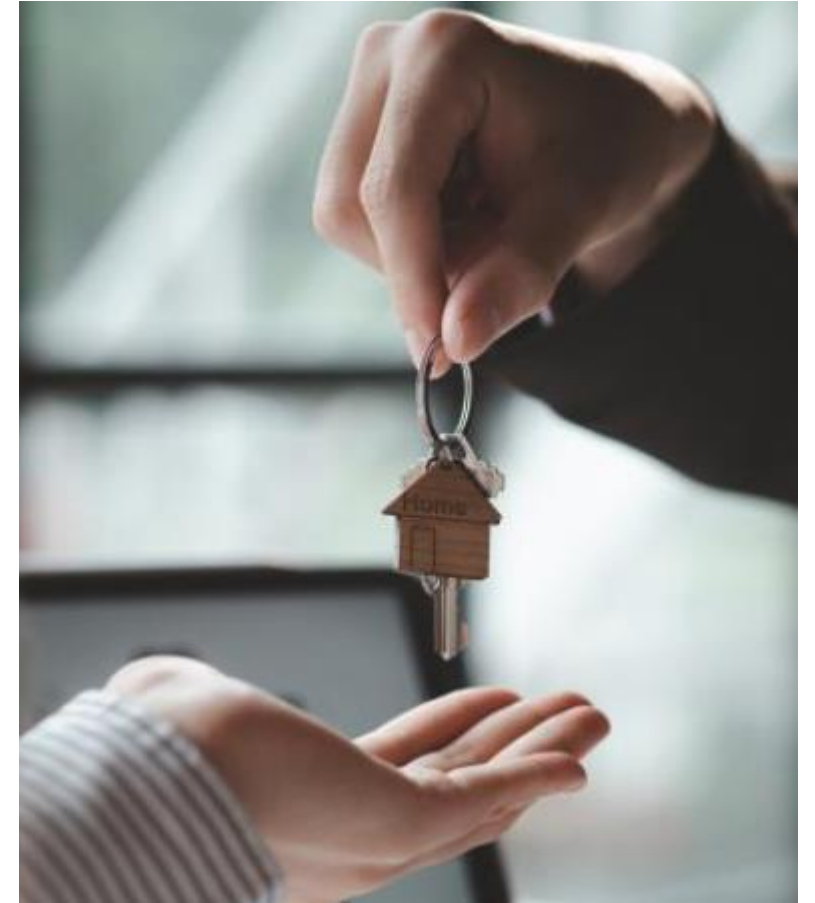
EXERCISE: BUYING A PROPERTY

- View property(ies)
- **Arrange mortgage**
- Make offer(s)



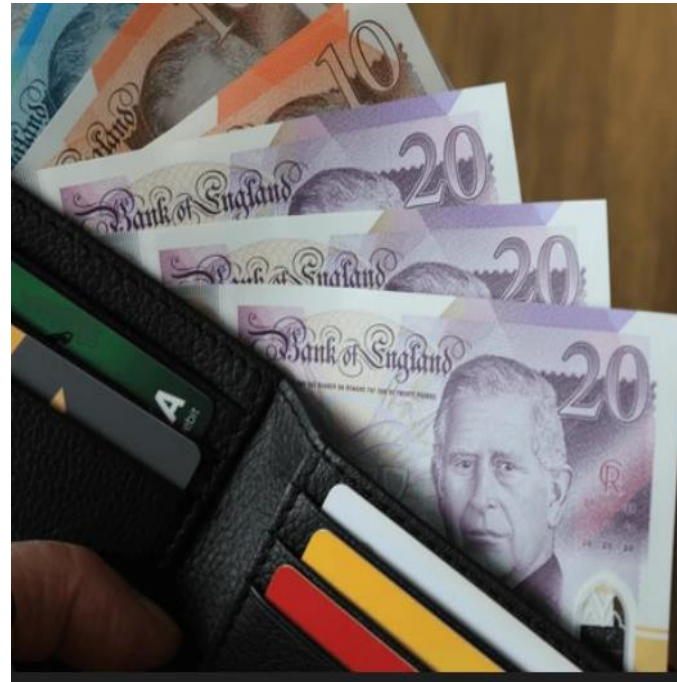
EXERCISE: BUYING A PROPERTY

- Saving for a deposit
- Researching the market
- Viewing properties
- Getting mortgage approval
- Making offers
- Contacting a solicitor
- Selling current property
- Exchanging contracts



COMPLEX GOALS INVOLVE MULTIPLE INDIVIDUAL BEHAVIOURS

SOME OTHER COMPLEX GOALS



CUSTOMER ENGAGEMENT



CUSTOMER LOYALTY



IDENTIFYING COMPLEX GOALS

1. A problem you or your client / stakeholder have struggled to solve for some time
2. Inconsistent behaviour despite strong intentions
3. Multiple contexts, touchpoints or devices



EXERCISE

➤ **Tell me about a complex goal you'd like to tackle – something involving multiple individual behaviours**

1. A problem you or your client / stakeholder have struggled to solve for some time

2. Inconsistent behaviour despite strong intentions

3. Multiple contexts, touchpoints or devices

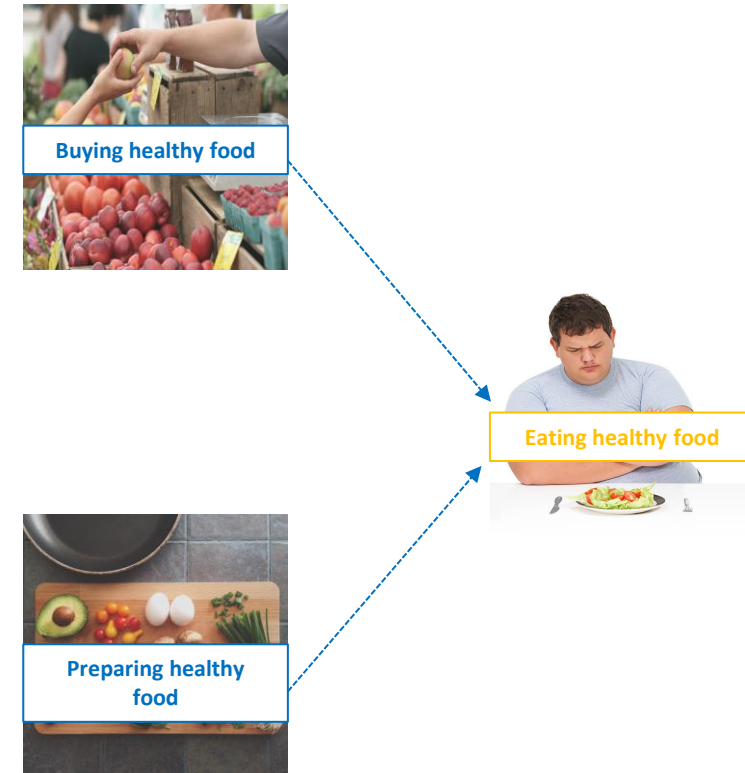


A woman with dark, curly hair is sitting at a white table. She is wearing a light pink long-sleeved shirt. Her right hand is resting on her head, and she has a thoughtful or perhaps slightly stressed expression. In front of her is a white plate with a small portion of green salad. To the left of the plate is a clear glass filled with water. The background is a blurred interior space with shelves holding various items, including what looks like a blue water bottle and some plants.

HEALTHY EATING

STEP 1: INDIVIDUAL BEHAVIOURS

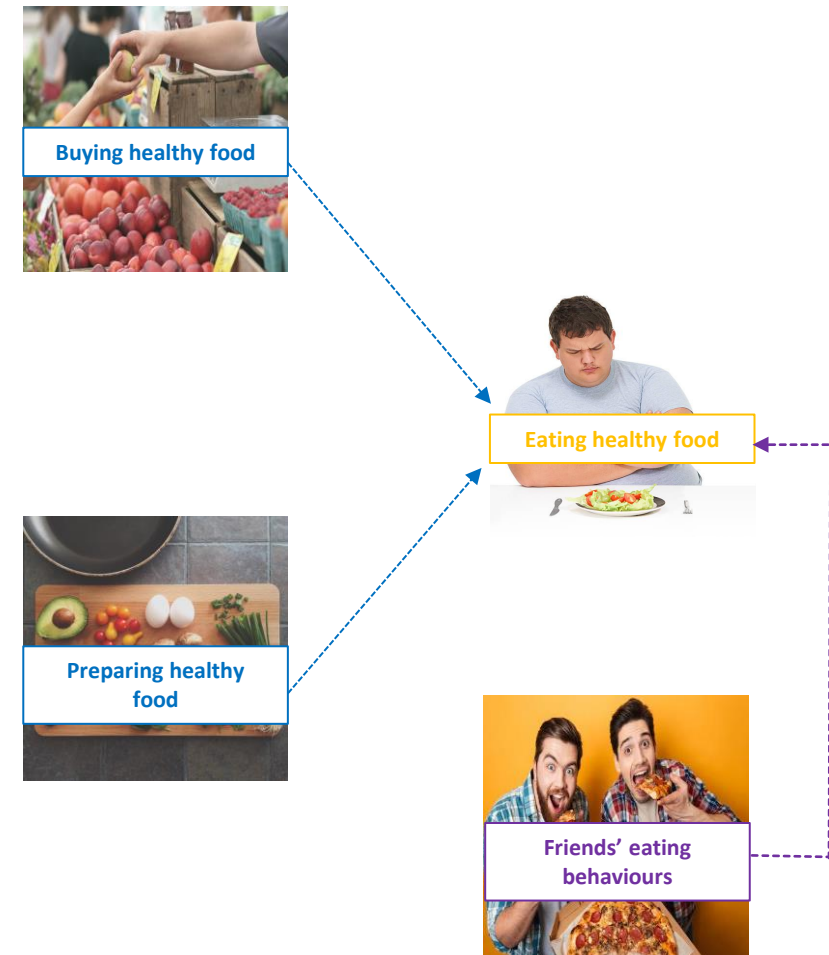
Individual behaviours



STEP 2: OTHER PEOPLE

Individual behaviours

Other people

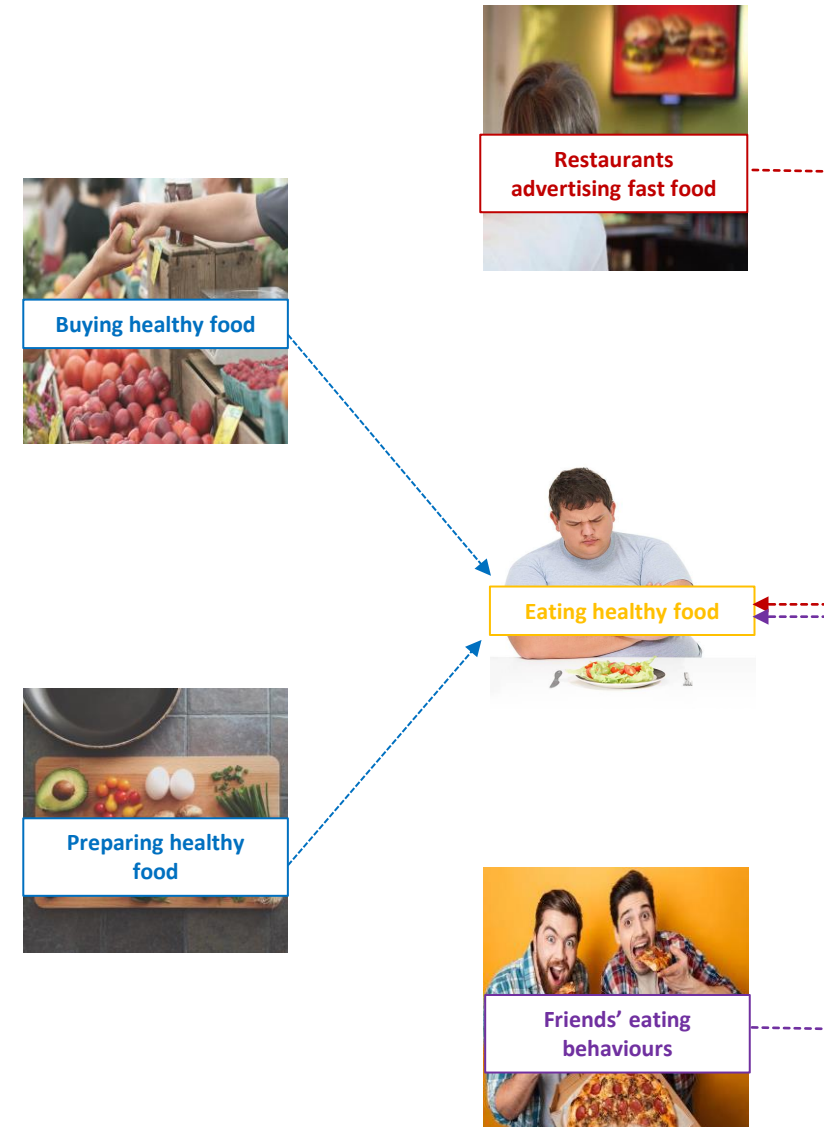


STEP 3: ORGANISATIONS

Individual behaviours

Other people

Organisations



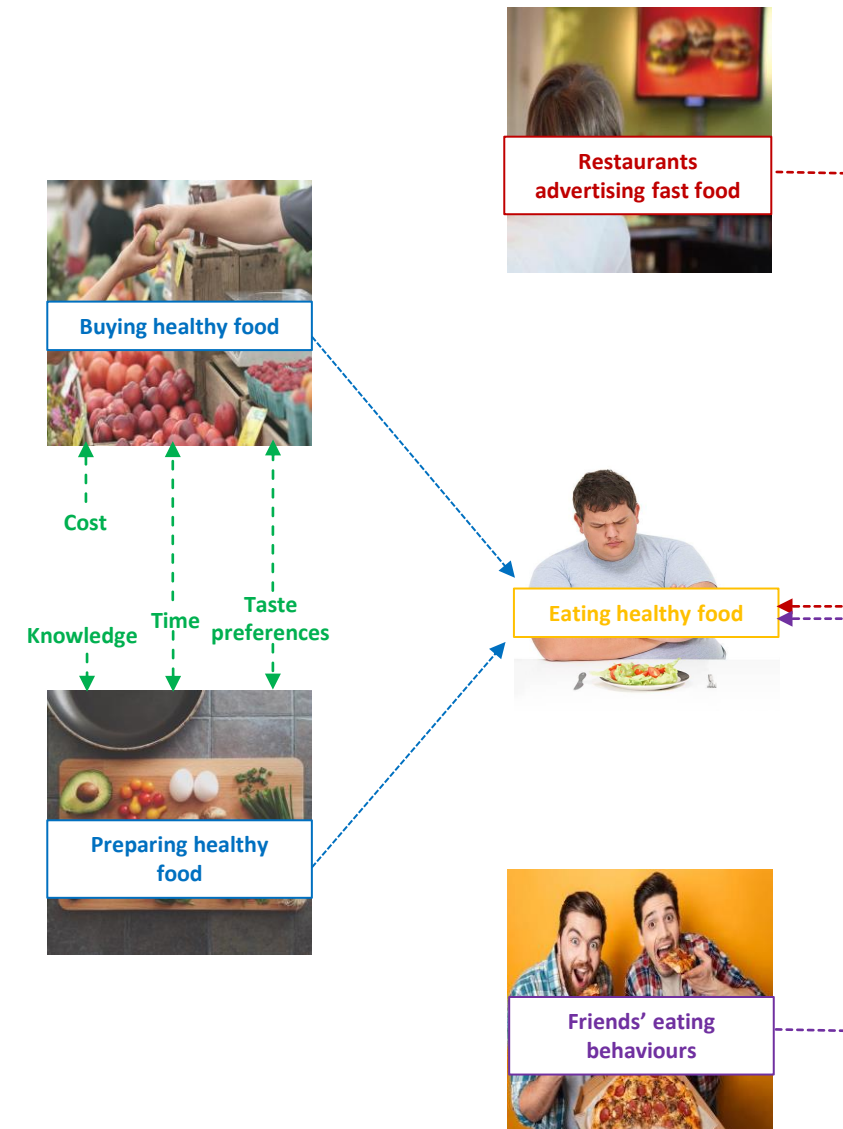
STEP 4: INFLUENCES

Individual behaviours

Other people

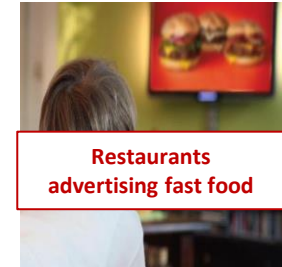
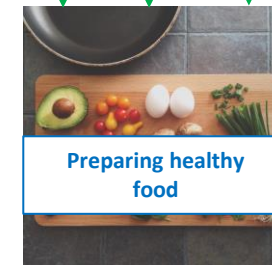
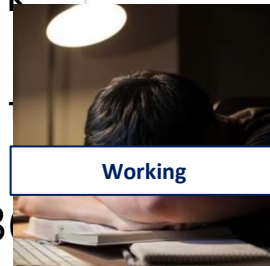
Organisations

Influences



STEP 5: ROOT CAUSES

Escoto, K., Laska, M., Larson, N., Neumark-Sztainer, D., & Hannan, P. (2012). Work hours and perceived time barriers to healthful eating among young adults. *American Journal of Health Behaviour*, 36, 786-796.



Cost
Knowledge
Time
Taste preferences

Individual behaviours

Other people

Organisations

Influences

Root cause behaviours

SUMMARY – BEHAVIOURAL SCIENCE 2.0

- **Complex goals involve multiple individual behaviours**

STEPS 1-5 – CONSIDER:

1. Individual behaviours

2. Other people

3. Organisations

4. Influences

5. Root cause behaviours



THANK YOU!
ANY QUESTIONS OR COMMENTS?

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