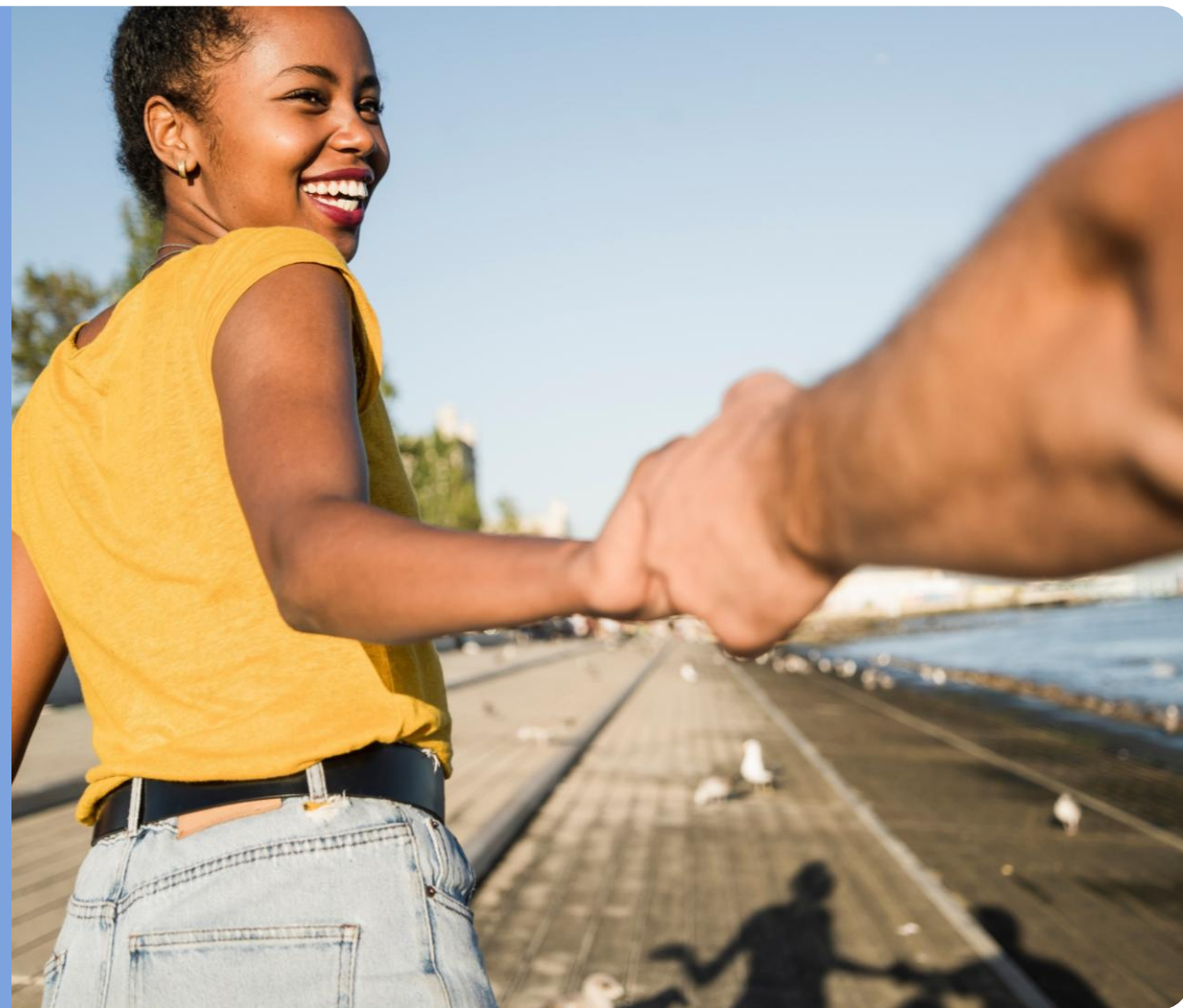


Hoe doorbreek je
gewoontes en
stimuleer je blijvend
nieuw gedrag?

Rona vd Dussen



Beweegalliantie







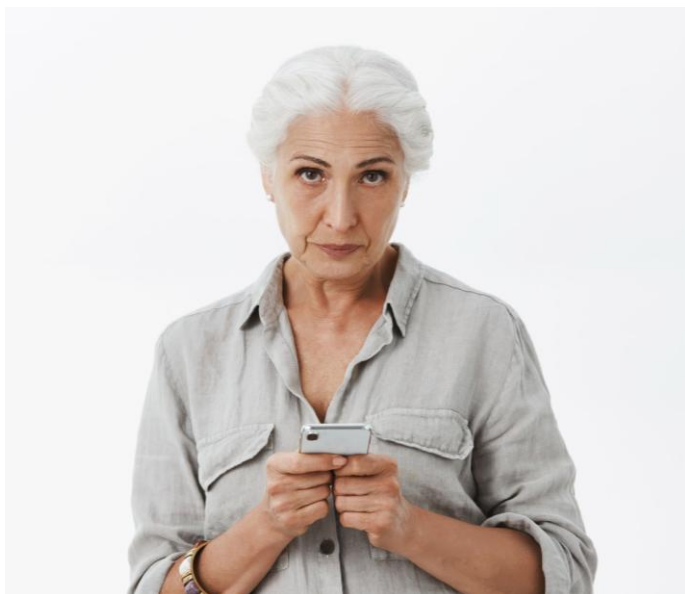
A green van is driving away from the viewer on a paved road that curves through a desert landscape. In the background, there are large, flat-topped rock formations under a clear sky. The image is divided into four quadrants by a black crosshair.

Motieven

Omgeving

**Kennis &
vaardigheden**

Weerstand



“Ik bepaal zelf!”

Autonomie



“Dat betwijfel ik”

Zekerheid



“Het komt er niet van”

Energiebehoud

A composite image divided into four quadrants. The top-left quadrant shows a close-up of a green van's rear on a desert road. The top-right quadrant shows a wide desert landscape with a prominent rock formation. The bottom-left quadrant shows the same green van from a rear perspective. The bottom-right quadrant shows a wide desert landscape with a prominent rock formation.

Motieven

Omgeving

**Kennis &
vaardigheden**

Weerstand

A green van is driving away from the viewer on a paved road that stretches into the distance. The landscape is a vast desert with iconic red rock buttes and mesas under a clear blue sky. The scene is split into four quadrants by a black crosshair.

Waarom wil je
doelgroep?
What's in it for them?

Is de omgeving faciliterend?
Sociaal, fysiek, digitaal

Kennen en kunnen ze wat
nodig is voor jouw
verzoek?

En vertrouwen ze
daarop?

Staat de handrem erop?

- Is er dreiging op:*
- *Autonomie*
 - *Zekerheid*
 - *Energiebehoud*



Rona van der Dussen

Gedragsadviseur bij Behavior Change Group

Gratis spreekuur over jouw gedragsvraagstuk?
Mail naar rona@gedragsverandering.nl