

[BE FOUNDATIONS] HERDING



People have the instinct to stick with the group just like sheep, cows or guppies.
Use this worksheet to practice HERDING

1) WHAT IS THE GOAL

For example: Get people to reuse towels to save cost and water.
(Stating the simple benefit got 35% compliance with the request)

2) WHAT STATS CAN YOU FIND ABOUT IT?

For example: 75% of people who stay for 4 days will reuse towels at least once.

3) HOW CAN YOU RELATE IT TO THE PERSON

For example: 75% of guests reuse their towels. Please consider doing so as well.
(Adding the statistic increased compliance by 26%)

4) HOW CAN YOU MAKE IT RELATE EVEN MORE?

For example: 75% of people staying in this room reused their towels.
(Making it relate more increased compliance the most - by 33%!)

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HELP?**

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