

Behaviour

It's as simple as ABC



Behaviour is what we do everyday. Something triggers us to act and then whatever happens will make us do it again... or not!

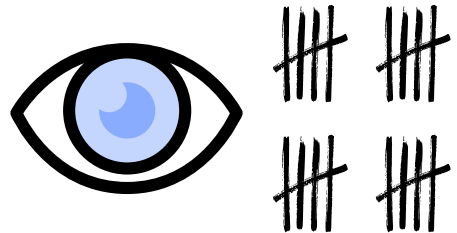
A IS FOR ANTECEDENT

The antecedent is what happens **BEFORE** the behaviour. **The mobile rings...** we push the green button; **we are hungry...** we find something to eat; **we are not sure about our answer...** we ask for help.



B IS FOR BEHAVIOUR

Behaviour is what we **DO**:
We can **SEE** it, we can **COUNT** it,
Push the button, eat the chocolate,
raise our hand.



C IS FOR CONSEQUENCE

What happens next?
What happens straight after the behaviour can **INCREASE** the chance of it happening again: that chocolate tasted so good....
I'll have more **OR** it will **DECREASE** the likelihood of the behaviour repeating:
Another spam call...
I won't answer the phone.

