THE
BEHAVIORAL
INSIGHTS
TEAM

Group activity: Pre-mortem

Instructions

1. Choose one of the three cases below (5 min)

2. Conduct a premortem exercise for their chosen case, considering various scenarios and potential obstacles to implementation using the COM-B model (10 min)

3. Brainstorm to generate strategies for overcoming each identified barrier (10 min)

4. Rreconvene for the closing remarks

Case 1: Implementation of a New Digital Records Management System

A state government has decided to transition from paper-based to digital records management systems to improve efficiency, accessibility, and data security. The new system aims to digitize all government records, including those related to taxation, land ownership, and public services, and to implement a centralized database for easy access and retrieval.

Case 2: Implementation of a Citywide Waste Management Program

A city government is undertaking a comprehensive waste management program to address growing concerns about waste generation, landfill capacity, and environmental sustainability. The program includes initiatives such as curbside recycling, composting, waste-to-energy conversion, and public awareness campaigns on waste reduction and recycling practices.

Case 3: Implementation of a Statewide Education Initiative

A state government is launching a statewide education initiative focused on fostering innovation in teaching practices and leveraging data-driven approaches to improve student learning outcomes. The initiative aims to empower educators with new tools, resources, and strategies to personalize instruction, assess student progress more effectively, and identify areas for targeted interventions and support.

Imagine your project has failed… What could you do differently?

COM-B Model	Barriers	Potential solutions
Capability barriers The individual's <u>psychological and physical</u> capacity to perform the behavior. This includes both the knowledge and skills necessary for the behavior.		
Opportunity barriers External factors that influence behavior, including <u>environmental and social</u> contexts. This includes factors such as access to resources, social norms, cultural influences, and environmental cues that facilitate or hinder behavior.		
Motivational barriers Mental processes that energize and direct behavior towards a specific goal. It includes <u>desires, goals, values, beliefs, and emotional</u> responses.		