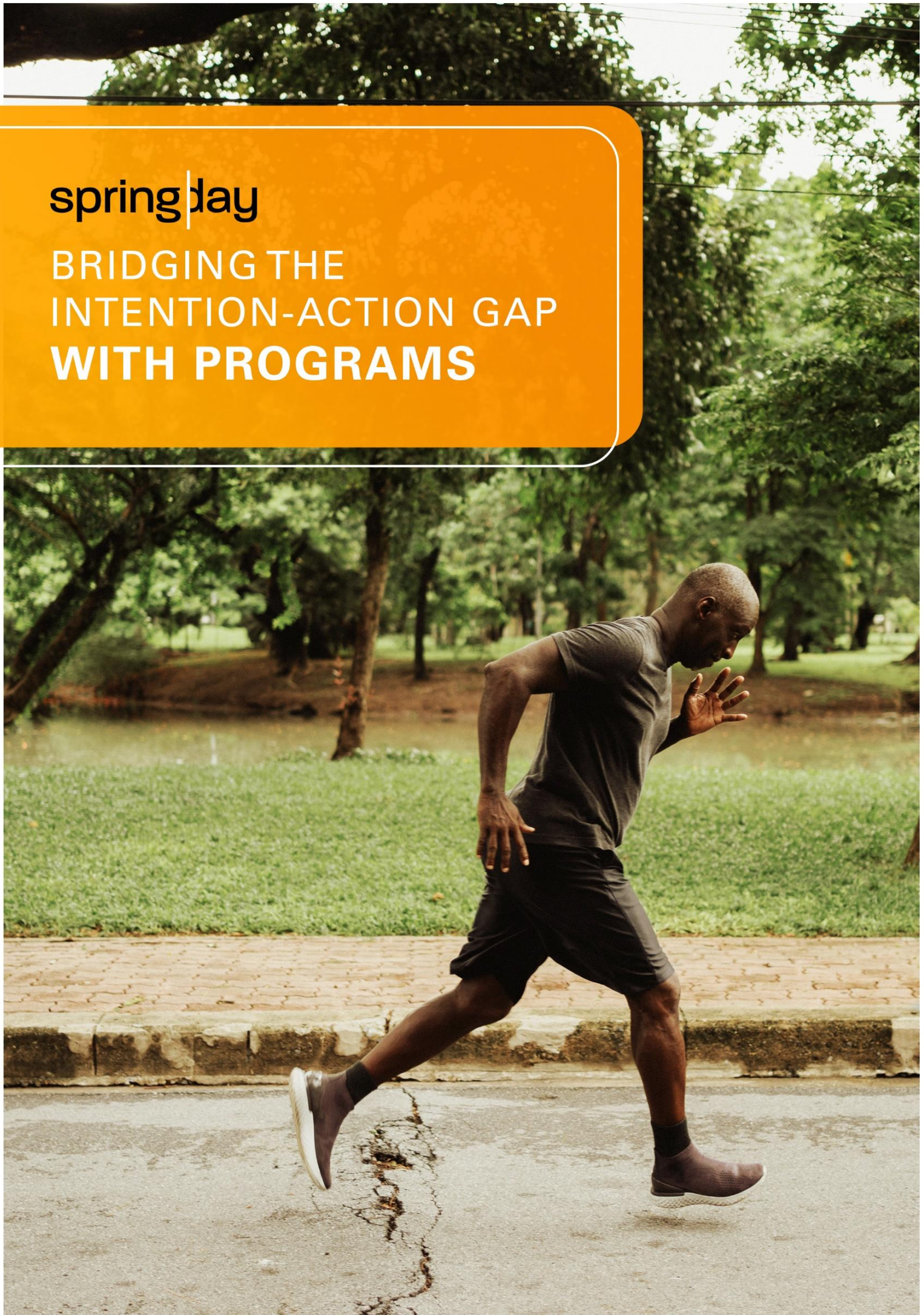


spring|day

BRIDGING THE
INTENTION-ACTION GAP
WITH PROGRAMS





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SETTING THE CONTEXT

When it comes to wellbeing, the intention to live a happy and healthy life is strong. However, this doesn't always translate to action. We see this with new year resolutions every year. In 2021, a survey by [Finder](#) found that over 51% of the population wanted to improve fitness or lose weight. However, [studies](#) have also shown that 80% of these resolutions fail, most of them by as early as mid-February.

This disparity between intention and action can be explained by what behavioural economists refer to as the *Intention-Action Gap*. This refers to the difference between what people say they would like or plan to do and what they actually do. Several variables such as instant gratification impact this gap. For example, you know that cooking a nutritious meal is more aligned with your intention to be healthy, but a takeaway option is more convenient and might feel more right in the moment. Another reason why there is a gap between your intention and action is that your goal might seem too ambitious or out-of-reach. Being fit might seem too ambitious for a time-poor lifestyle where you're already juggling several responsibilities.

The key to bridging the intention-action gap when it comes to wellbeing goals is to create habits – to seamlessly make them a part of your lifestyle, as opposed to them being a conscious choice. At Springday, we have just the tool to help create these habits and bridge the intention-action gap.

This Whitepaper will deep dive into this tool – Programs. It will outline what Programs are, how they work, and the results we have seen so far.

PROGRAMS – THE BRIDGE BETWEEN INTENTION AND ACTION

Programs are Springday's tools for enabling change. Programs are self-paced and self-guided tools that target specific habit or lifestyle changes through a mix of tips, hacks and activities from experts. They cover our five pillars of wellbeing – Physical, Emotional, Social, Career and Financial. Content of the programs ranges from movement tips to saving strategies to tools for improving social connections.

KEY FEATURES:



Bespoke Content
that sits within a
separate program
library



Holistic
Programs cover
all 5 pillars of
wellbeing



Self-guided
to give users
flexibility and
ownership



Gamified
Users are awarded
points for joining
and progressing
through programs



Reinforcing
Reminders sent
consistently to
complete the
program



Snackable
Content served
up daily or
weekly

Ranging from 5-days to multiple weeks, Programs provide a plan of action that users can follow to kickstart or maintain healthier habits. Using a combination of snackable content, gamification and reinforcement through reminders, Programs make it easier for users to make a positive change.

Programs can be used in three ways:

- 1. As a proactive choice** - Users can choose programs based on their interests across five pillars on their wellbeing platform. This does require them to have a clear intention for action.
- 2. As a prescription** - Upon completing the Wellbeing Check Tool*, users can be recommended programs targeting their wellbeing needs. This is more applicable for users who might not have an intention but need a solution.
- 3. As a team-exercise** - Team leaders can promote programs as a collective exercise as part of their targeted wellbeing strategy. This relies on the nudge theory to outline a clear intention and action.

*Wellbeing Assessment Tool developed by Springday.

HOW DO PROGRAMS WORK?

Programs use the COM- B behavioural change model to develop new habits related to one's wellbeing.

The COM-B model proposes that there are three components to any behaviour (B): Capability (C), Opportunity (O) and Motivation (M). To change a particular behaviour, one must feel they are both psychologically and physically capable to do so (C), have the physical and social opportunity for the behaviour (O), and want or need to carry out the behaviour (M). Interventions that drive one or more of these help to drive a new behaviour. Here's how programs use the COM-B model.

CAPABILITY



- Daily activities and advice from experts make one feel more knowledgeable, insightful and able to make a behaviour change.
- Focusing on just one task a day allows a person to feel physically capable of taking a small step towards a behavioural change.

OPPORTUNITY



- The self-guided and digital nature of the programs provide the opportunity to tap into the different activities, adaptable to one's schedule and time constraints.
- Reinforcements, reminders and a nudge from team leaders provide a social cue for change.

MOTIVATION



- Programs prescribed from the Wellbeing Check Tool provide motivation for change to improve certain areas of wellbeing.
- Gamification and ability to get points for completion further drive motivation, catering to one's competitive spirit.

By making behaviour change accessible, ownable and feasible, Programs act as an effective intervention for healthier lifestyle choices.

THE RESULTS SPEAK FOR THEMSELVES



Recent surveys conducted with some of our biggest clients showed that over 60% of users have made a positive change to their lifestyles as a result of using our platform. Programs play a key role in this due to their action-oriented approach, especially at the start of the year. Over 2100 people enrolled in Programs in the first quarter of this year alone. While the content on the platform educates and inspires, Programs enable action.

For example, we found out through our Wellbeing Check Tool that for nearly 20% of our users, *"increasing mindfulness"* is one of the key improvement areas for emotional wellbeing. Becoming mindful is an ambitious goal that requires conscious effort and long-term commitment. However, breaking that goal down into smaller steps makes it more achievable. A 7-day beginner meditation Program with daily meditation tips and guides is easy to follow and complete. This not only helps users kickstart a mindfulness habit but also helps them see the impact of this habit on their overall emotional wellbeing.

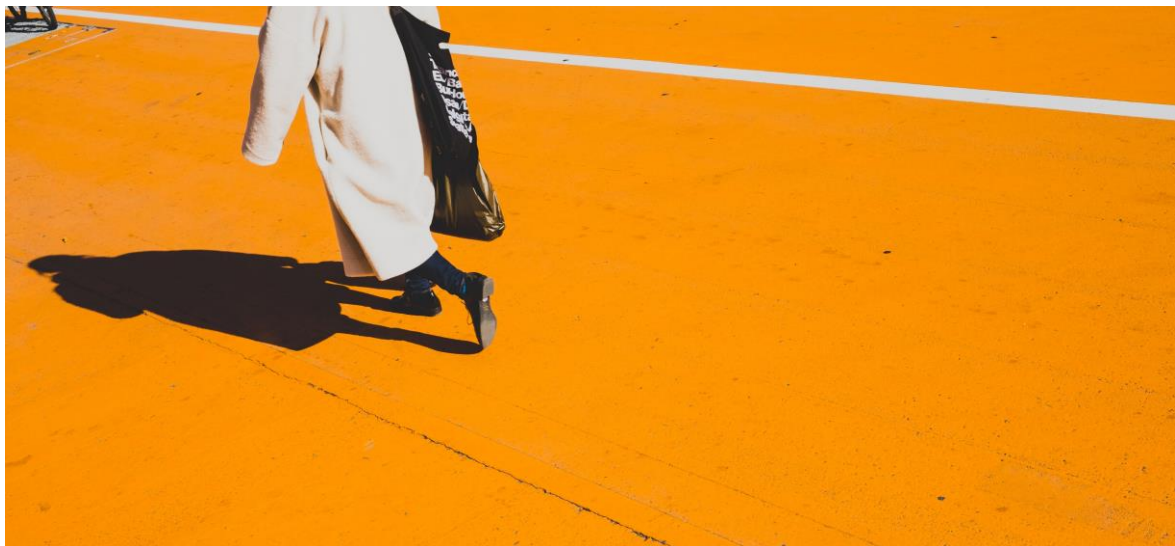
Programs work because they create a commitment device using micro-habits to follow through on bigger wellbeing goals.

CONCLUSION

In order to bridge the gap between intention and action for wellbeing initiatives, it is important to make people feel like they are capable, have the right opportunity and motivation to make a change.

Programs help to do so by not only reinforcing the why but also showing the how, at a pace that suits end users.

Maximising the benefits of Programs at workplaces requires leadership buy-in, consistent communication, simple execution and tailoring for users, instead of a one-size-fits-all approach.



Do get in touch with us to implement Programs to bridge the intention-action gap in your organisation.

Visit our [Website](#)

Follow us on [LinkedIn](#)

[Email Us](#) – sales@myspringday.com.au

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