

CONSULTING SERVICES

**Our Experts Will Solve Your
Behavior Change Challenges**

CHANGE IS HARD

But changing behavior without science is nearly impossible

Knowing how to properly effect change takes deep expertise in timeless principles, leading communications frameworks, and an ever-changing body of knowledge.

OUR FIVE-STEP APPROACH



Discovery

Collaboratively assessing
your needs and
success criteria



Solutioning

Analyzing your needs
and developing a
customized plan



Implementation

Applying an agile
approach to behavior
change challenges



Evaluation

Analyzing data and
providing targeted
insights to
optimize value



Optimization

Monitoring and iterating
solutions over time to
maximize your success

Leveraging over two decades of relentless research and practical hands-on experience, ProChange is recognized as the expert in evaluating and applying scientific truths for our clients to help them achieve their behavior change goals.

Our client-centric consulting services are tailored to each engagement. With our five-step approach, we'll uncover your specific needs, and develop and implement a custom consulting solution that quickly and effectively applies the right mix of scientific principles and best practices to achieve your desired behavior change. We'll evaluate progress along the way, and then make recommendations that optimize the implementation to ensure you achieve the results you need.

OUR CONSULTING AND DATA ANALYSIS SERVICES ARE HELPFUL IN MANY WAYS

We solve a spectrum of behavior change challenges. **Here are just a few:**

Infuse Behavior-Change Best Practices

Infuse best practices of behavior change into existing solutions

Implement Communication Campaigns

Develop and implement multi-channel engagement or behavior change communication campaigns

Integrate Behavior Change Theory

Integrate behavior change theory into continuing education or professional development activities

Drive Adoption

Drive adoption of program or app usage

Increase Organizational Readiness

Increase organizational readiness for successful change initiatives

Conduct Rigorous Evaluation

Conduct rigorous evaluation to meet client-specific objectives

HOW IS PROCHANGE DIFFERENT?

Unlike others who may rely solely on a narrow method, we recognize that behavior change requires a comprehensive, holistic, and flexible approach.

We apply the right blend of expertise in the leading theories of behavior and behavior change...

- The Transtheoretical Model
- Social Cognitive Theory
- Diffusion of Innovation
- Implementation Intentions

We also leverage the most relevant complementary theories, principles and frameworks...

- Behavioral Economics
- Principles of Persuasion
- Principles of Pre-suasion
- Participatory Design
- Motivational Interviewing
- Emerging key drivers of behavior change