

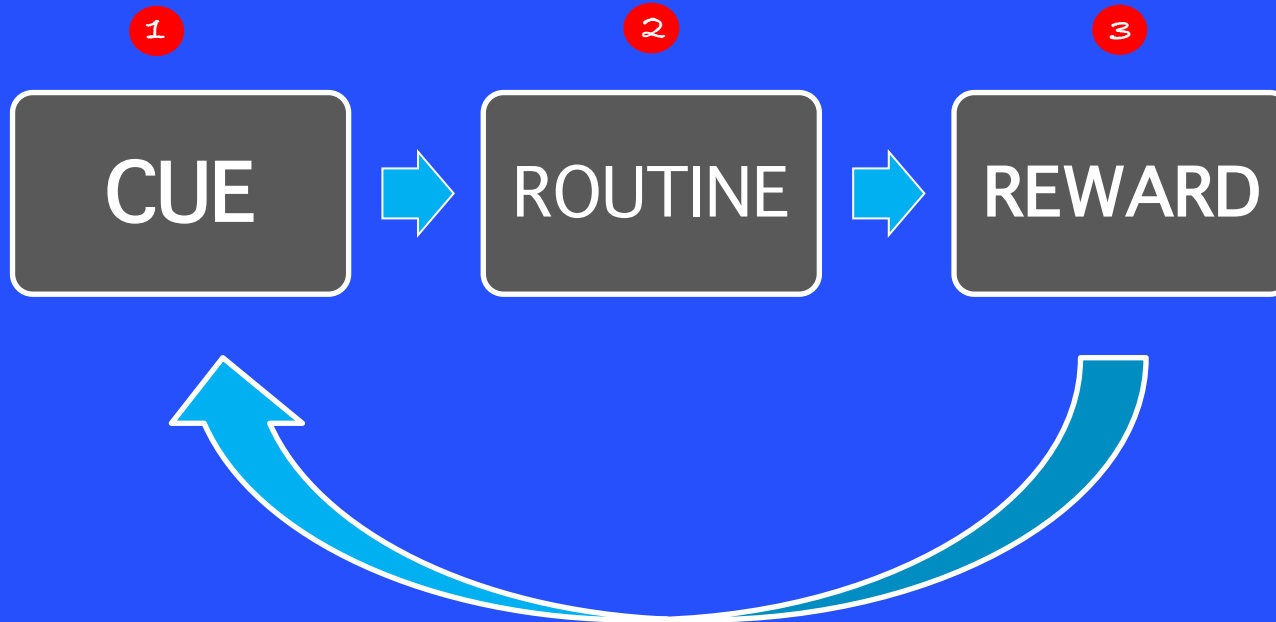
# ONE FISH, TWO FISH:

Red Fish or Blue Fish ?





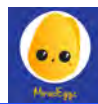
# THE HABIT LOOP





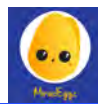
# CHANGING HABITS

- A minimum of 21 days for an old mental image and/or behavior to dissolve
- An average of 66 days to form and develop a new habit
- Takes Commitment, Drive, Determination, Perseverance and Desire



# DISRUPTION



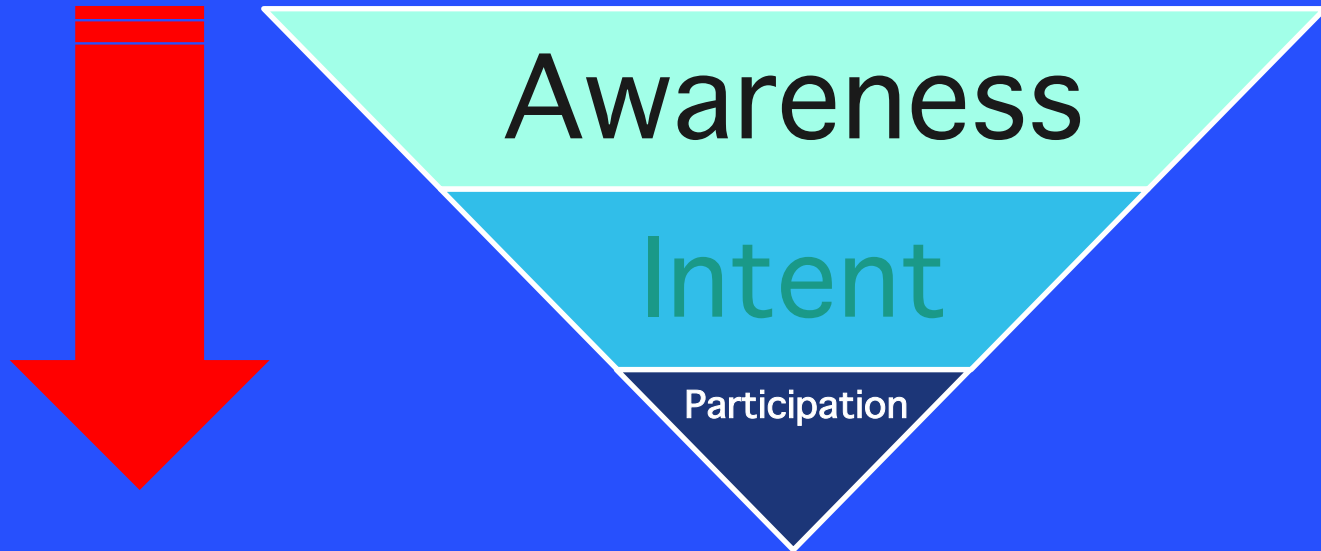


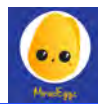
# DISRUPTION





# ACTIVATING SOCIAL CHANGE





# THE PATH FORWARD

- Regular Reporting of Metrics
- Sharing the Wins and Successes on an ongoing basis – Celebrate !
- Know when to adjust and change your strategy to motivate and maintain momentum





# The Rider, the Elephant and the Path

a tale of behavior change

**Narrated by Dan Heath**





Thank You !

**SEA  
CHANGE**  
A Waste Reduction Conference

Cherie Cohen  
October 3, 2019