

Do Something Different
**Building
Resilience**
programme

Theoretical background to the programme

Every healthy organisation is a product of the resilience of its people, since every organisation will at some time experience tough times, difficulties or challenges. And every individual will at some stage of their life face their own adversity. If people cannot bend, adapt and be flexible in the face of problems then the organisation is in danger of breaking. Behavioural flexibility is, we believe, the essential ingredient for resilience. When people are more flexible they are better equipped to respond to any life crisis they are faced with. When people are flexible and resilient they can use adverse events as an opportunity for learning or growth. They also feel optimistic, are more engaged and see opportunities rather than problems.

Resilience is often thought of as the enviable knack of bouncing back. Now the good news is that resilience can be built and developed over time. In virtually anybody. This programme gives people the tools to do that. Building resilience moves people from victim to victor and helps them maintain perspective, handle change, face the future positively and treat life as a learning process.

Our psychologists have developed a range of micro-behaviours that develop and embed these abilities through a series of small actions resulting from behavioural prompts. Or one Do at a time.

How the Do Something Different Building Resilience programme works

1. The pillars of resilience underlying the programme:

- Seeking help when necessary and calling upon good social support
- Celebrating successes
- Dealing with stress effectively and in a positive way
- Being comfortable with change
- Having positive interactions
- Decision making
- Managing feelings
- Treating life as a learning process
- Recovery from knocks and set backs

2. Benchmarking and profiling every individual at sign-up

A simple sign-up process on-line takes 10-15 minutes. During this time the individual undertakes behavioural profiling, answers questions relating to their existing habits and resilience behaviours (below) and about their general wellbeing. Engaging animations/videos introduce the person to the background behind Do Something Different, informing them about the programme, the theories and how it works.

How often do you

- feel you have a strong support network to fall back on?
- celebrate your successes?
- handle stress in a positive way?
- prefer to stick to tried and tested ways of doing things?
- enjoy interacting with the people around you?
- worry about what other people think of you?
- find yourself going from one drama or crisis, to the next?
- see your own mistakes and failures as an opportunity to learn?
- dwell on negative things people have said or done to you in the past?

These questions are answered online using a slider that can be moved from Never to A Lot. (see example screenshot below).

The screenshot shows a web interface for a questionnaire titled "How often do you...?". The interface is part of a larger system by NixonMcInnes, with a logo and "Something Different" branding. A navigation bar at the top includes links for Welcome, About You, Behaviours, Habits (the current section), Wellbeing, and Your Do's. The main content area has a blue header with the title "How often do you...?". Below the title, instructions state: "Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you." A green text prompt "Not sure how to answer?" is visible. The questionnaire consists of eight items, each with a horizontal slider ranging from "Never" to "A lot":

- Challenge the status quo in an attempt to make improvements?
- Proactively look for ways to improve yourself?
- Go out of your way to make others feel good?
- Keep your feelings under control when faced with challenging people or situations?
- Expect a positive outcome when faced with a new challenge?
- Make a real effort to tune into how others are feeling?
- Adjust your behaviour depending on who you are with?
- Experience surprise at how you react to certain situations?

At the bottom of the questionnaire, there are "Back" and "Next" buttons.

3. The unique programme of behavioural prompts (Do's) based on the person's answers to the diagnostic questions

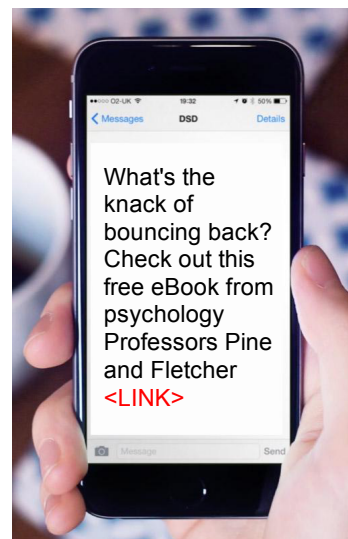
After completing the diagnostic questions each person's unique programme is created by our system. For each habit question, for example, there are three alternative 'Do's' tailored to the different development needs of individuals. These are delivered over the course of three weeks by email, app and/or text.

For example:

How often do you:	NEVER	SOMETIMES	A LOT
celebrate your successes?	<p>DO:</p> <p>Winning Words. Think of an encouraging phrase you wish you'd heard when younger. Say it to yourself or write it out whenever things get tough today.</p>	<p>DO:</p> <p>Victory Day. Today keep track of all your accomplishments, however small. List them, have a small reward after each one, or a celebration at the end of the day.</p>	<p>DO:</p> <p>Honour Day. Identify someone you 'compete' with. Note an achievement of theirs and have the courage to publicly congratulate/compliment them on it today.</p>

EXPANDERS: Do's are also sent based on the individual's personality profile, targeting where they need to expand their behavioural flexibility.

4. An eBook on Building Resilience supplements this programme and everyone on the programme receives a link to the download.



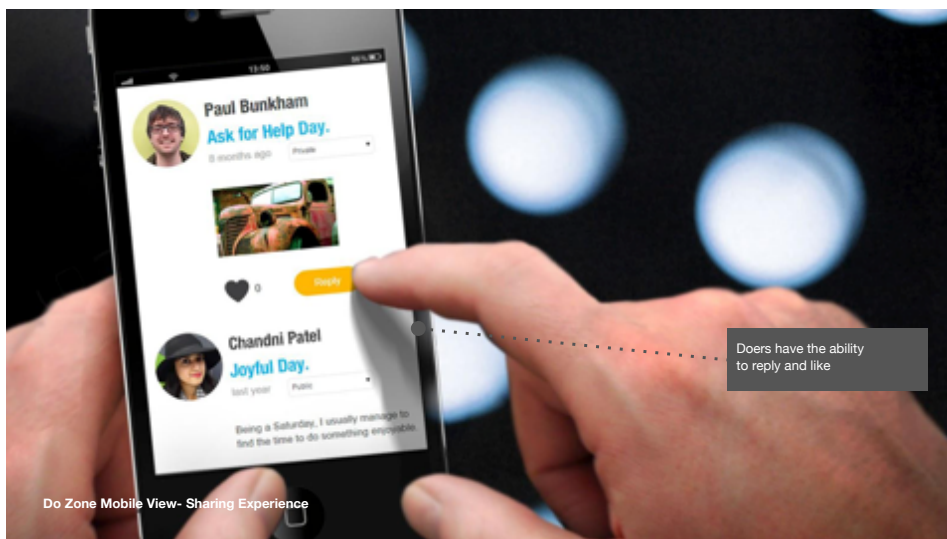
5. On-going motivational messages and support

Throughout their programme, as well as Do's, the person receives regular motivational messages/quotes



6. An online sharing area

In the Do Zone the person can see all of their Do's, report on them, leave comments, share and get support from others on the programme.



The simple steps to doing something different



Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

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