

Do Something Different
Positive Living
programme

Theoretical background to the programme

How can we live harmoniously as global citizens? This programme is about helping people to live honestly and positively so they can make a difference. Living a life that has meaning, where we feel what we do makes a difference, is one of the key contributors to wellbeing. This involves being considerate of others, caring for the human family, respecting other people's rights, caring for the environment and promoting peace, harmony and non-violence. This programme is inspired by Ubuntu principles and the teachings of Mandela, advocating that we be open and available to others, affirming of others and not feel threatened that others are able and good. Making a difference comes from knowing that we are part of a greater whole and are diminished when others are humiliated or diminished.

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 Positive Living programme works

1. The pillars of Positive Living underlying the programme:

Based on the 5 R's at the private, organisational and societal levels, i.e.

- Respect /organisation
- Respect /society
- Responsibility /organisation
- Responsibility /society
- Reliability /organisation
- Reliability /society
- Recognition /organisation
- Recognition /society
- Reconciliation /organisation
- Reconciliation /society

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 behaviours around living positively (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

- treat everyone you meet in the same respectful way?
- mix with people whose background differs from yours?
- spend time doing something for the good of the group/community?
- actively support a good cause that you believe in?
- keep promises and do what you said you would do?
- go the extra mile for the sake of others?
- openly acknowledge the work done by other people?
- feel that you are making the world a slightly better place?
- feel bitter remembering things others have said/done to you?
- feel helpless about what is happening in the world or have feelings of revenge?

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. At the top, there is a blue header with the logo for 'NixonMcInnes Something Different' and a user greeting 'Welcome Paul Bunkham' with a 'Log out' button. Below the header is a navigation bar with tabs: 'Welcome', 'About You', 'Behaviours', 'Habits', 'Wellbeing', and 'Your Do's'. The main content area is titled 'How often do you...?' and includes instructions: '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.' Below this, there are eight questions, each with a slider ranging from 'Never' to 'A lot'. The questions are: 1. 'Challenge the status quo in an attempt to make improvements?' 2. 'Proactively look for ways to improve yourself?' 3. 'Go out of your way to make others feel good?' 4. 'Keep your feelings under control when faced with challenging people or situations?' 5. 'Expect a positive outcome when faced with a new challenge?' 6. 'Make a real effort to tune into how others are feeling?' 7. 'Adjust your behaviour depending on who you are with?' 8. 'Experience surprise at how you react to certain situations?'. At the bottom of the form 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 personalised and delivered over the course of three weeks by email, app and/or text

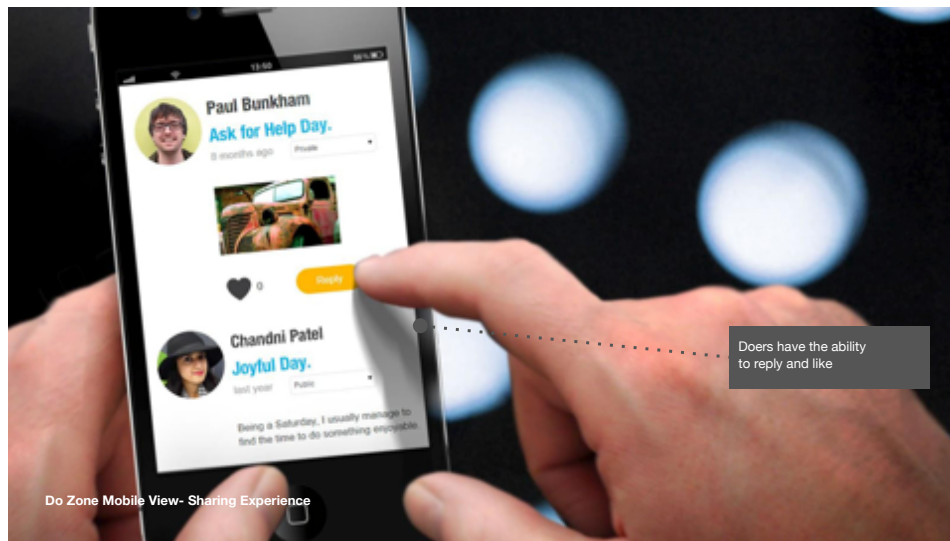
For example:

How often do you:	NEVER	SOMETIMES	A LOT
spend time doing something for the good of the group/community?	Socialise Day. Plan a get-together for your family/neighbours/colleagues/community. Take the first step towards making it happen.	Together Day. Organise a get-together with your family/ neighbours/ colleagues/ community some time soon. Send invites today.	Team Up Day. Ask others to help you with something you are organising or working on. Accept help if offered and enjoy pulling together.

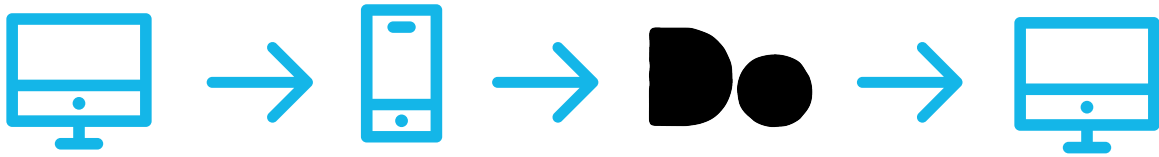
EXPANDERS: Do's are also sent based on the individual's personality profile, targeting where they need to expand their behavioural flexibility.

4. 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



Complete diagnostic
Online so programme
Is tailored to you

Get texts to
help you do
things differently

Share in Do Zone
your experience with
others on your
Programme

Complete diagnostic
again, see what's
changed

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.

dsd.me
info@dsd.me
[@onedoatatime](https://twitter.com/onedoatatime)

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