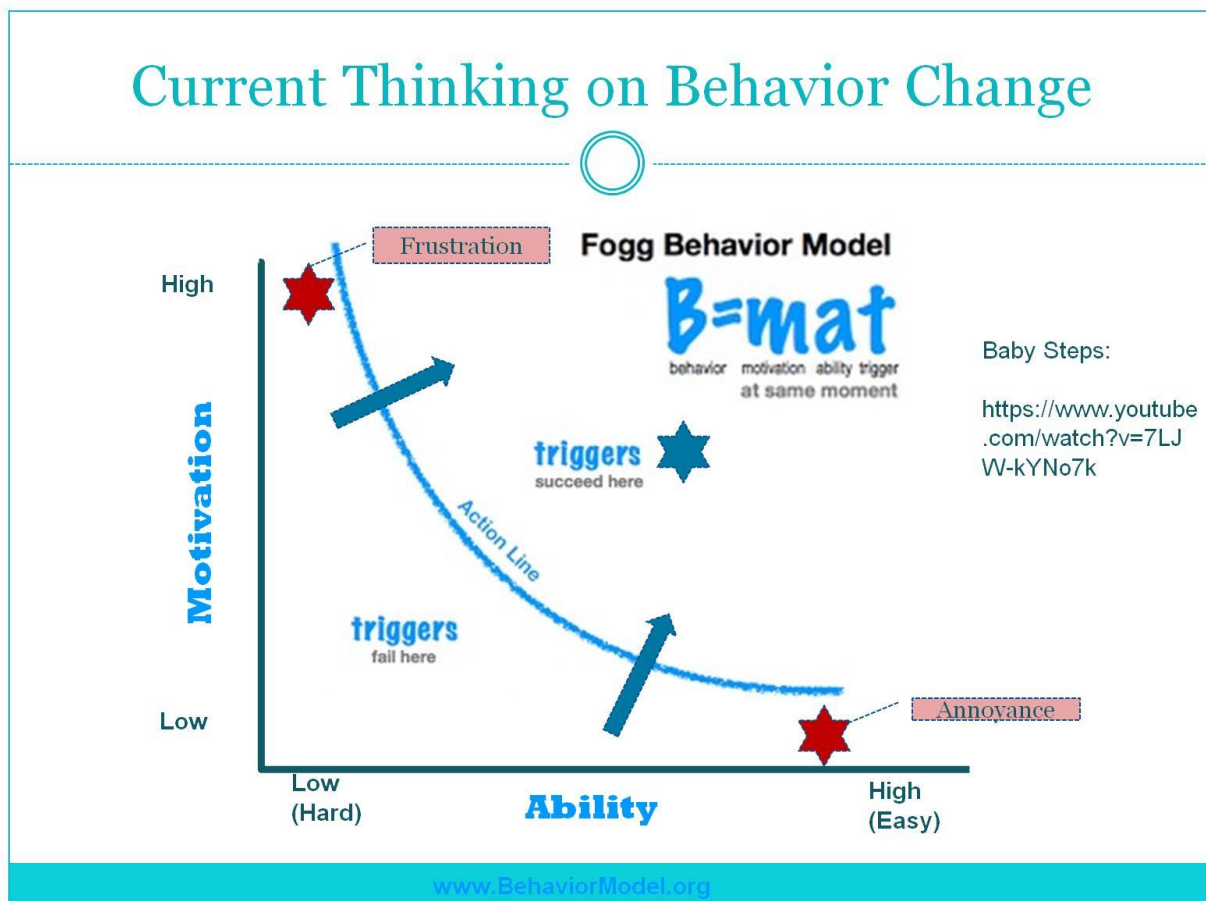


# Fogg Behavior Model

## What Causes Behavior Change

The Fogg Behavior Model shows that **three elements must converge at the same moment for a behavior to occur**: Motivation, Ability, and a Prompt. When a behavior does not occur, at least one of those three elements is missing.

The Fogg Behavior Model (FBM) makes it easier to understand behavior in general. What was once a fuzzy mass of psychological theories now becomes organized and specific when viewed through the FBM.



The FBM highlights three principal elements, each of which has subcomponents. Specifically, the FBM outlines Core Motivators (Motivation), Simplicity Factors (Ability),

and the types of Prompts. The subcomponents define the larger elements. For example, in the FBM the word Ability refers to the how the Simplicity Factors work together in the context of a Prompt.

