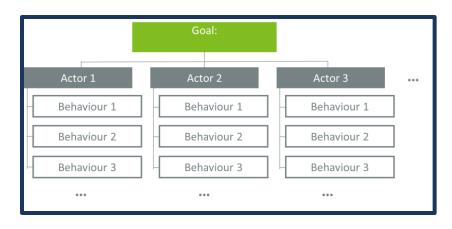# Behaviour Tree

UBC SAUDER
SCHOOL OF BUSINESS

DIBS
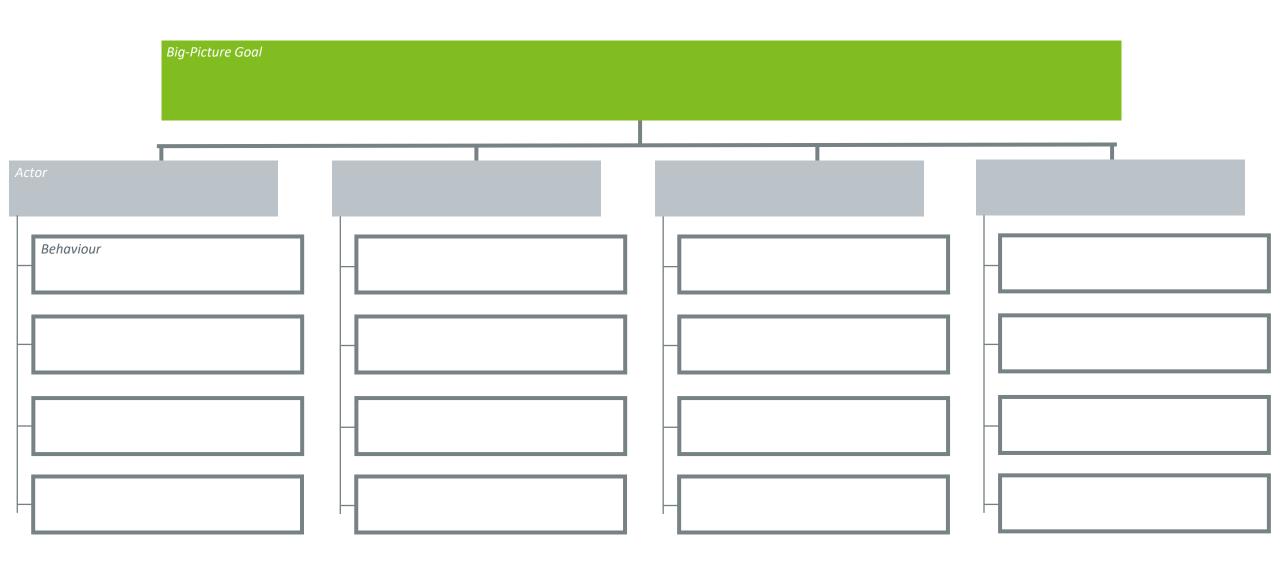Decision Insights for Business & Society

Continuing Business Studies

Create a behavior tree *(sometimes referred to as a behaviour map)*

- **What is the big-picture goal?**

- **Who are the important actors?**

- **What behaviours are needed to reach the goal?**
  - These are the needed behaviours; they may or may not be the behaviours that are currently occurring.
  - These are <u>*not*</u> solutions for how to get people to do the behaviours.

Behaviour Tree Template

Big-Picture Goal

Actor

Behaviour

Caution: Start Big! Don't go too small too soon!

"Big P Problems"	"small p problems"

• **Big P problems**
   • Typically save time, lives, money, resources, etc.
   • Usually an outcome
 	
• **Behaviour tree brainstorms behaviours**
 	
• **Leaves space for a variety of new ideas**
 	
• **Example:**
   • Lost dogs wind up in shelters
   • Behaviours:
      • Governments require dog licenses
      • Vets micro-chip pets
      • Dog owners put collars with tags on their dogs
      • Etc.
	• **Small p problems**
	   • Are more specific (e.g., increasing compliance)
	   • May be behaviours rather than outcomes
	
	• **Behaviour tree turns into a solution tree**
	
	• **Closes off parts of the problem space**
	
	• **Example:**
	   • Dog owners don't license their dogs
	   • Behaviours:
	      • Governments require dog license
	      • Dog owners license their dogs
	      • Vets remind dog owners to license their dogs
	      • Etc.