

BEHAVIOUR EXPERTS

LVN worked with the team at **Ogilvy Change** to produce a behaviour science report to outline why a charity like LVN is needed and how psychological practice can be used to ensure that young people get the most out of the LVN offering.

Theoretical Frameworks

The exploration of human behaviour has allowed for the creation of frameworks and models to understand and predict the actions of individuals. The London Village Network has made use of several of these frameworks, the next few pages highlights these frameworks, and how they apply to the LVN model.

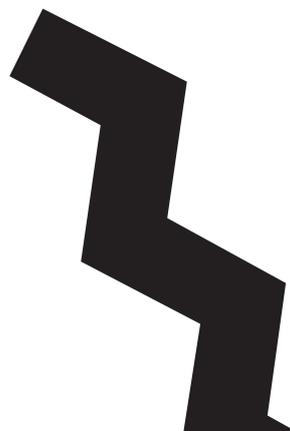
These are:

- **The Availability Heuristic** - We use mental short-cuts for most common examples to base our judgement on.
- **Zone of Proximal Development** - Our social circles and networks impact one's abilities to learn.
- **Temporal Discounting** - We are more drawn to immediate temptations and opportunities than to later ones.
- **Goal-Gradient Effect** - The closer you are to achieving a goal, the harder you work towards it.
- **Social Norms of peers** - Our decisions are impacted and motivated by what we see our peers do

Ogilvy Change is a dedicated behavioural interventions agency that was founded to develop and execute behavioural strategies across multiple disciplines. Our dedicated team of Behavioural Strategists apply the latest academic thinking in social psychology, neuroscience, evolutionary biology and behavioural economics to a variety of problems.

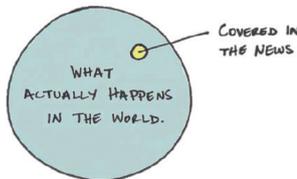
“It is terrifying to think that a split-second, impulsive decision - to carry a knife - can cause such appalling consequences for so many people. If there is one decision which behavioural science should aspire to change, it is this one.”

*Rory Sutherland,
Executive Creative
Director, Ogilvy One
Co-founder, The
Behavioural Sciences
Practice.*



Tackling Negative Press

LVN allows young people face-to-face contact with adults they can relate to. Who have varied levels of success and who are willing to share their experience and offer tips.



ADDRESSING BARRIERS TO ENTRY

LOOKING AT THE PSYCHOLOGY THAT HOLDS SOME YOUNG PEOPLE BACK

The Availability Heuristic

'People from deprived backgrounds can do well'

Thoughts and opinions that we hold in regard to the world are not rational, but are instead based on the information that we are surrounded by. The media highlights the prevalence of knife crime, gang culture, and other negative associations with inner city living. While this may be the media's representation of the world, it is not the norm; Far more young people from disadvantaged backgrounds find a career path and succeed than enter crime and the prison system.

LVN MAKING A DIFFERENCE

LVN allows young people face-to-face contact with adults they can relate to, who have varied levels of success and who are willing to share their experience and offer tips.

When young people have access to positive relevant role models: they are more likely to see the world as positive. LVN provides the opportunity to find middle ground and similarities rather than difference.

By meeting successful people that look like them and by meeting people with the same interests as them will help to reduce the Fear of Failing. Young people might need to know they are not the first person to experience success from their community.

ZONE OF PROXIMAL DEVELOPMENT

LVN's ambition is to break the cycle by providing the conditions to turn I can't into I can.

NURTURE OR NATURE

A young person's ability is heavily dependent on their connections and social networks.

It is vital to increase connections to the wider world.

An individual has a set of abilities determined by both their human nature (genetics), and nurture, the way they have been raised. This largely determines the individual current ability, and their opportunities for success. Young people need to meet people that can broaden their horizons and opportunity for learning.

- LVN framework allows young people to reach beyond their communities
- Increased network expands opportunities to success
- Access to knowledge increases.

Meeting new people builds character: opportunity to learn how to manage different personality types.

TEMPORAL DISCOUNTING

Young People find it hard to consider the longer term

It is human nature to focus on what is happening in the present over more distant future events. A much higher value is placed on what we face over the next week that what we face over the next two years. The reason for this is because this has a greater immediate impact upon our lives, which is expounded by the fact that our attention is focused on the rewards of those stimuli. For example we know smoking is bad for us but still do it.

Young people find it hard to consider the long term. By using the foot in the door approach of extending small commitments at first, participants feel more committed to act.

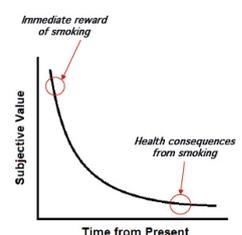
Through LVN young people have the opportunity to meet with adults who have considered the bigger picture. This helps young people to put things into perspective.

Responsible adults can explain how earlier bad decision making can lead to long-term consequences and / or explain that the more work young people put in now the less they will need to do when older.

The Zone of Proximal Development theory



Temporal Discounting
Young people find it hard to consider the long term

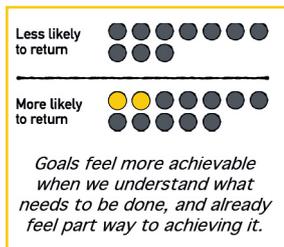


The Goal-Gradient

Effect: Setting achievable goals The closer we get to achieving a goal, the harder we work:

Young people want a sense of achievement

LVN helps young people map out their own achievable steps

**THE GOAL GRADIENT EFFECT****LVN helps make goals more achievable**

Like everyone else young people want a sense of achievement

We are drawn to achieve specific objectives when they are highlighted as a goal. Such as games that reward users with badges for hitting a certain level. The badges themselves have no value, but the opportunity to be recognised for achieving a goal increases the effort exerted. This tactic is evident in most computer games.

The goal-gradient effects states that the closer we get to achieving a goal, the more motivated we are to work towards it.

When funding allows the LVN model will introduce a **LVN REWARD SCHEME**

Young people attending events will be rewarded for regularly attending and for introducing new people.

- Incentives such as pizza evenings and trips to offices
- Attend 12 events receive £20 Love to Shop Voucher
- LVN has already implements a referral code scheme to encourage young people to tell their friends about the service

LONGER TERM BENEFITS

By providing young people with tangible benefit we also provide them with the opportunity to learn more about / see more longer-term benefits. By meeting different professionals young people can start of map out their own achievable steps. This provides an understanding of how achievable finding their place in society actually is.

- The closer we get to achieving a goal, the harder we work
- Encourage young people to write notes after each session what do they like / don't like about the interest

SOCIAL NORMS OF PEERS

Creating the cool club!

HOW DO WE ENCOURAGE YOUNG PEOPLE TO ATTEND?

We are all driven by the pressure of society, we are often more than willing to do something that other people are doing, but are wary to be the first to do something new.

To encourage participation, talk about the LVN success stories, things young people in other groups are already participated in. The types of volunteers who have already given time.

Use case studies to explain how young people have changed by being part of the LVN programme.

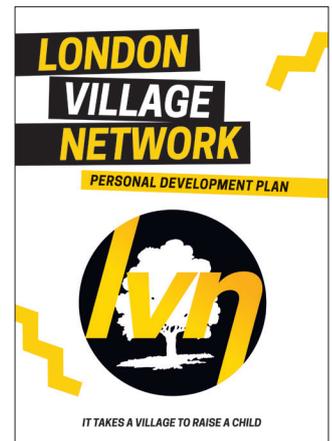
Identify leaders / popular young people on an estate. Empower the leader by pointing out their strengths and explain how their strengths can be enhanced. The rest will follow.

Creating psychological buy-in

When an individual has put their 'believe in' whether physical or mentally they are more willing to commit, even when their behaviour goes against their attitudes. This principle is known as cognitive dissonance.

The LVN Personal Development Folders are a tangible item the young people can hold. This gives the young people a sense of ownership and control

Value of peer-to-peer support can never be underestimated. Our ambition is to create a positive influence:



SUPPORTING EACH OTHER IS THE NEW SOCIAL NORM

- LVN encourage young people to learn from each other
- Becoming positive leaders in the community
- Take responsibility for their future

