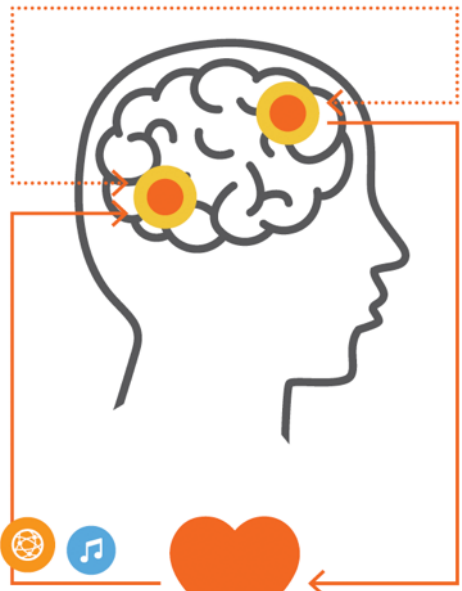# THE ABC OF BEHAVIOUR CHANGE

STORYTELLING

System 1:
- Automatic, fast, entrenched, habitual behaviours
- Responsible for 95% of our decisions
- Greater influences on longer term behaviour

System 2:
- Reflective, slow, conscious, rational planned behaviour
- Responsible for 5% of our decisions
- Can influence short term behaviour; unlikely to influence longer term on its own

C. Feedback loop as attitudes and beliefs are reformed and behaviours change

B. Behaviour change is enhanced by tools that increase efficacy & reinforced by social environment

A. Use emotional stir up to make System 2 want to change. Use the heart to speak to the head; engaging the brain in an active learning process
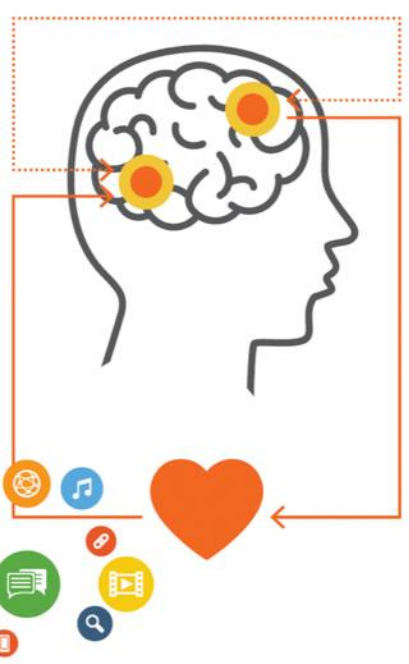
Based on Kahneman, 2002

AIR FORCE
JERICHO
CONNECTED · INTEGRATED

Royal Australian Air Force
August 27 at 6:56 PM

▶️ WATCH Sergeant Willam Gill's innovative idea, to enhance security with unmanned aerial surveillance, put into action. The Jericho EDGY Air Force accelerator program is turning our people's great ideas into reality! ✈️🚁
Find out more at www.airforce.gov.au/edgy
#AusAirForce #EdgyAirForce #AvGeek

LAC DAVID O'TOOLE
UAS INNOVATOR - 3SECFOR

467   50 Comments 55 Shares

Air Marshal Mel Hupfeld @CAF_Australia · Sep 13

It takes exceptional skill to pilot cutting-edge aircraft. Today at RAAF Base East Sale I saw how 5th-generation training, our new PC-21 aircraft and inspirational flying from our #Roulettes aerobatic team are helping shape the next generation of #AusAirForce pilots and officers.

FUTURE FORCE
DISPLAY COMMS NETWORK

AIR FORCE

EDGY AF

EDGY Air Force is a Jericho Air Force accelerator program that will help design, prototype and fund next gen capability from our airmen.

JOIN US AT PLAN JERICHO'S
TECH PLAYGROUND

16 AND 17 OCTOBER

EDGY AF

System 1:
- Automatic, fast, entrenched, habitual behaviours
- Responsible for 95% of our decisions
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C. Feedback loop are reformed and beh... change

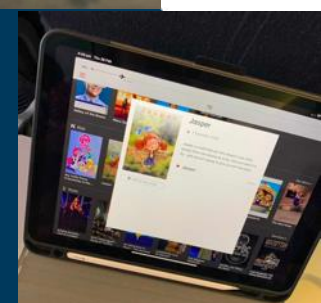**B. Behaviour change is enhanced by tools that increase efficacy & reinforced by social environment**

System 2:
- Reflective, slow, conscious, ratio... planned behavi...
- Responsible fo... of our decision...
- Can influence... term behaviou... unlikely to inf... longer term ...

A. Use emot... up to make... want to ch... the heart to speak to the head; engaging the brain in an active learning process

Based on Kahneman, 2002

AIR FORCE
September 19, 2019   Feature 13

Inspiring a joint force edge

It was all about pushing the boundaries of fifth-generation tech at the recent EDGY event, Samara Kitchener reports.

AIR FORCE
JERICHO
CONNECTED · INTEGRATED

Reaching for the stars

Jacqueline Killian was a little... what she wanted to do when... my horror, the entire class la... to aim for something that se... left) was determined to wor... 20 years on, she's an air com... And she's not done yet. To i... Killian, a squadron leader, re... short film, *Jasper*, about a yo... between the RAAF and the U... Academy; the film will scree... of International Women's Da... what you think on Instagram...

#024 | qantas.com/travelinsider...

What will you do?
What will you invent?

AIR FORCE

C. Feedback loop as attitudes and beliefs are reformed and behaviours change

BEHAVI...

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habitua...
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Based on Kahneman, 2002

Jasper

Astro Jasper
Special edition: blast off into space

Jasper
Issue 1: Reaching for Aerospace
Go behind the scenes of the Jasper animation
Tips to get you flying from the Deputy Chief of Air Force
Meet an awesome Qantas Dreamliner pilot
Saving lives with the Royal Flying Doctor Service
#wedefygravity

50TH ANNIVERSARY
ASTRO JASPER
MOON LANDING · #WEDEFYGRAVITY

JILLAROO

It's the little things: air force works with science to sniff out an edge

The Sydney Morning Herald

Air force and Sydney scientists join to build 'combat cloud' of eyes, ears and noses

By David Wroe
May 1, 2019 — 12.14pm

TODAY'S TOP STORIES

'That notorious homosexual': Liberal candidate in attack on Tim Wilson

Worse than Sydney: Property market suffers biggest fall in values since the GFC

Elderly man arrested after woman in her 80s found dead at aged care home

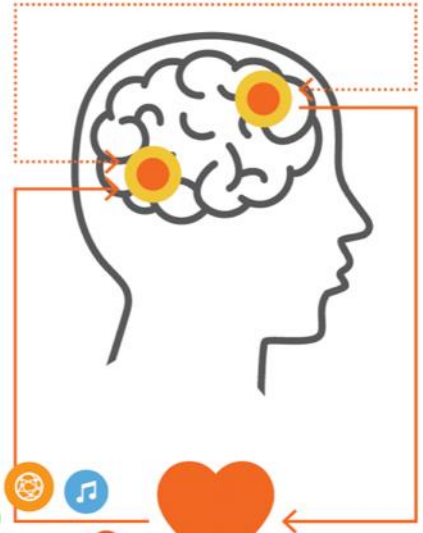Women lack the 'business skills' to get a pay rise: Liberal candidate

C

Sydney Nano
@SydneyNano

Chief Defence Scientist @CDS_Australia, Prof Tanya Monro, visited @SydneyNano and the Jericho Smart Sensing Lab to discuss the Jericho project and our growing work in defence.

A

Tanya Monro Retweeted

Benjamin Eggleton
@ProfBenEggleton

Wonderful to meet Group Captain Wendy Blyth (soon to be Air-Marshal) and @CDS_Australia @tanyamonro

AT THE EDGE SPACEFEST 2019

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