**b.shift model and questions**

1. Identify individuals and organizations who are influencers (AUTHORITY AND SOCIAL PROOF), get them on board showing a balance sheet of benefits that have BIG value (RECIPROCITY), then build rapport (LIKING)
   1. **What towns and schools?** \* 6 classrooms growing to 10 in year 1. **EDCO**: Acton, Acton-Boxborough Reg, Arlington, Bedford, Belmont, Boxborough, Brookline, Carlisle, Concord, Concord/Carlisle Reg, Lexington, Lincoln, Lincoln-Sudbury Reg, Newton, Sudbury, Waltham, Watertown, Wellesley, Weston, Winchester. **LABB**: Burlington, Bedford, Belmont, Burlington, Lexington. **Shore**: Boston, Cambridge, Chelsea, Everett, Malden, Medford, Northeast Reg Voc/Tec District, Revere, Saugus, Somerville, Waltham, Winthrop.
   2. What other types of organizations? Paths for growth? \* youth orgs like YMCA and girl scouts, churches.
   3. Who are the INFLUENCERS? Use local blogs, twitter, facebook, google alerts to identify? Dig deep to get to the ‘poorest of the poor’\*
   4. **Who are our benefactors?** NSL, NSTAR, Ngrid, Tufts, MIT, Bentley, Harvard
   5. **How do we build RAPPORT without trying too hard?** Be real and honest. ‘Under promise and over deliver.’
2. FRAME the personal and team challenges to promote COOPERATION/COMPETITION, and stepwise ACHIEVEMENT
   1. **What are the challenges, levels, missions, and points and how do they vary by affinity group (for your country, town, school, family, friends)? \*\*** Provide sample challenges (% reduction, participation, total watts/kwh/etc. ) and let teams choose. Points and levels selected for them. company example: GE ecoTreasure Hunt)
   2. **What are the RULES, NORMS, and REASONS to join?** \*
   3. **How do the levels encourage achievement?**
   4. Can it be as simple as a single challenge? A single challenge for a group is perfect! Challenge each teams to engage other classes/schools/communities.
   5. **How are these communicated simply?** \*\* Create expectation of graphic design and communication. Use game design as guide.
3. Individuals/teams choose their own ‘reason to join’ and ‘strategies for success’. Provide PRIVATE ACCESS, help individuals/teams make CONNECTIONS, use their feedback to improve the framework (PERPETUAL BETA), use SCARCITY as a motivator.
   1. **How do we create a MOVEMENT and grow it quickly?** Engage INFLUENCERS, provide VALUE, make it SPECIAL and SCARCE.
   2. How do we watch for, recognize, and make use of innovations? \*\*\*
   3. **How do we encourage people to connect and reward them for bringing in others?** Facebook or other social networking? \*\*\* Let them connect any way they want and study what they do.
4. Add fuel (SUPPORTS) and fan the flames with tailored REWARDS/RECOGNITION, challenge by limiting energy they can use, make it REMARKABLE, use SURPRISE
   1. **What does each affinity group need for support?**
   2. **What does each group value for rewards (incentives, recognition) and how do we give them choices?** \* ask them!
   3. **How will supports, rewards and recognition be delivered so there’s almost no effort?** \*\*\*
   4. **How do we make it remarkable/outrageous and add surprise?** Difficult challenges: can you do X with only 1,000 kwh?
   5. What is the role of video? \* create an expectation/proposal for video but outsource it. We are not a video company!
5. Track/communicate results with EXISTING TECHNOLOGY that allows SOCIAL SHARING, make it EASY/SIMPLE using graphics and park it FRONT/CENTER. Provide effective FEEDBACK that includes NORMATIVE messages.
   1. **Specifically, what data do we need to collect/report? \*\*** team/group names, team/group goals, baseline kwh, carbon and level, current kwh, carbon and level, missions completed, carbon saved, kwh saved, money saved, points earned, rewards earned
   2. **How does the FEEDBACK help consumers learn consequences of specific behaviors, and reduce uncertainty about effectiveness of new behaviors?** What is the mix of granularity (user selects), units (kwh, carbon, $$, %), comparisons (user selects), frequency (user selects)?
   3. **How do we depict the data to be easy/simple and show effectiveness of new behavior?** (see ‘comparisons’ above, use animation to show that house is getting greener, air is getting clearer, etc.)
   4. **What existing technology that enables SOCIAL SHARING should we use and where do we park it so that it’s ‘front and center’?** facebook or phone app tied into salesforce? \*\*\* create expectation for an app but see what the teams want, then outsource. We are not a software company!
   5. How do we share ownership if NSL has the data?
   6. What is our temporary solution? spreadsheet or database report generated weekly? \*\*

\* some effort required

\*\* moderate effort required

\*\*\* major effort required

The Plan…

1. Community interest: engage and excite parents, school admin/science teachers. Find out what they’re interested in! Make it special, outrageous, and scarce. Include authorities! Describe a movement, tap into their dreams and fantasies. Create a balance sheet of mutual benefits. Private access, perpetual beta. (Need: spreadsheet to take notes, simple and high-level handout, ppt with mostly graphics)
2. Identify influencers (poorest of the poor) and learn what they like: reasons to join, rules and norms, missions and levels, feedback (the right granularity and effective comparisons), support, rewards and recognition, comm channels. Tap into their dreams and fantasies. Create a balance sheet of mutual benefits. Private access, perpetual beta. (Need: spreadsheet to take notes, simple and high-level handout)
3. Lay out a simple but tough challenge: plant it front and center and collect data. Build your territory with referrals and revenues earned for heas, cfls, insul, a/s, solar, windows, hvac,
   1. Your challenge: get as many clients as you can, claim a territory, join forces and build an empire. Success will be measured by number of heas, cfls, insul, a/s, solar, windows, hvac, etc.
   2. Download the b.shift app and create a username, password
   3. Click on the Register button and register your first referral. Your referral will get logged and someone will call your future client.
   4. As soon as you client signs up, you will get an email notification and their address will appear on your map.
   5. At the end of each week, you will get another email with feedback on referrals made, appointments made, dollars earned for your school, territory covered, energy saved, carbon saved.
   6. You can join forces with friends and build out your territory. Create an empire!
4. Respond with well-timed and relevant feedback, rewards, and surprise: reward people for inviting and forming coalitions.

Notes…

* Special/outrageous: examples of children who changed the world: <http://listverse.com/2008/07/16/7-children-who-changed-the-world/>
* Social sharing: create a Twitter and FB link that’s very easy to forward. Counter to track how many have signed up.
* Data entry: link by invitation to google spreadsheet that tracks key data (referrals and revenue earned for heas, cfls, solar, windows, hvac,) show them how to use it!
* App design: welcome page (enter username/password, see feedback with appropriate comparisons and granularity), google map page (your referrals and clients, your team referrals and clients), client page (new referral, list of referrals/clients with dollars earned for each), twitter page (announce progress as daily results come in), help page
* Facebook design: to share news among your team, join forces with other teams.
* Your challenge: get as many clients as you can, claim a territory, join forces and build an empire. Success will be measured by number of heas, cfls, insul, a/s, solar, windows, hvac, etc.

Spruce up…

App welcome screen (background/logo), twitter page ((background/logo, tweets), map page (mapalist),

Affinity groups:

For your family/ friends:

* Goal: Green neighborhood
* Levels:
* Missions:
* Norms:
* Rules:
* Rewards:

For your country/town:

* Goal: Green town
* Levels:
* Missions: solar PV,
* Norms:
* Rules:
* Rewards:

For your school/ church:

* Goal: save energy, promote renewable energy
* Levels:
* Missions: a few simple ones
* Norms:
* Rules: see es2 rules
* Rewards: speak with influencers, negotiate with nsl