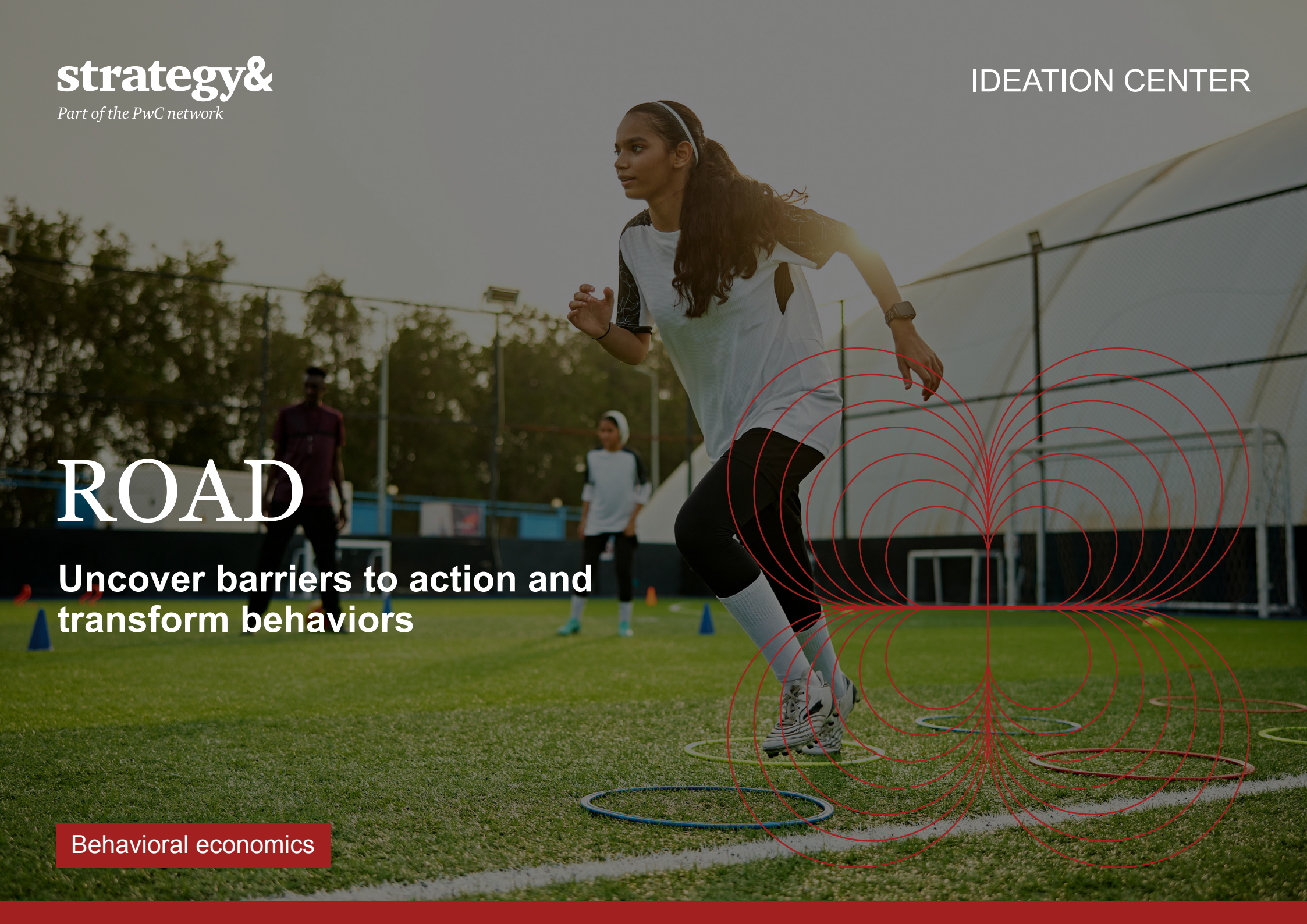


# ROAD

**Uncover barriers to action and  
transform behaviors**

Behavioral economics

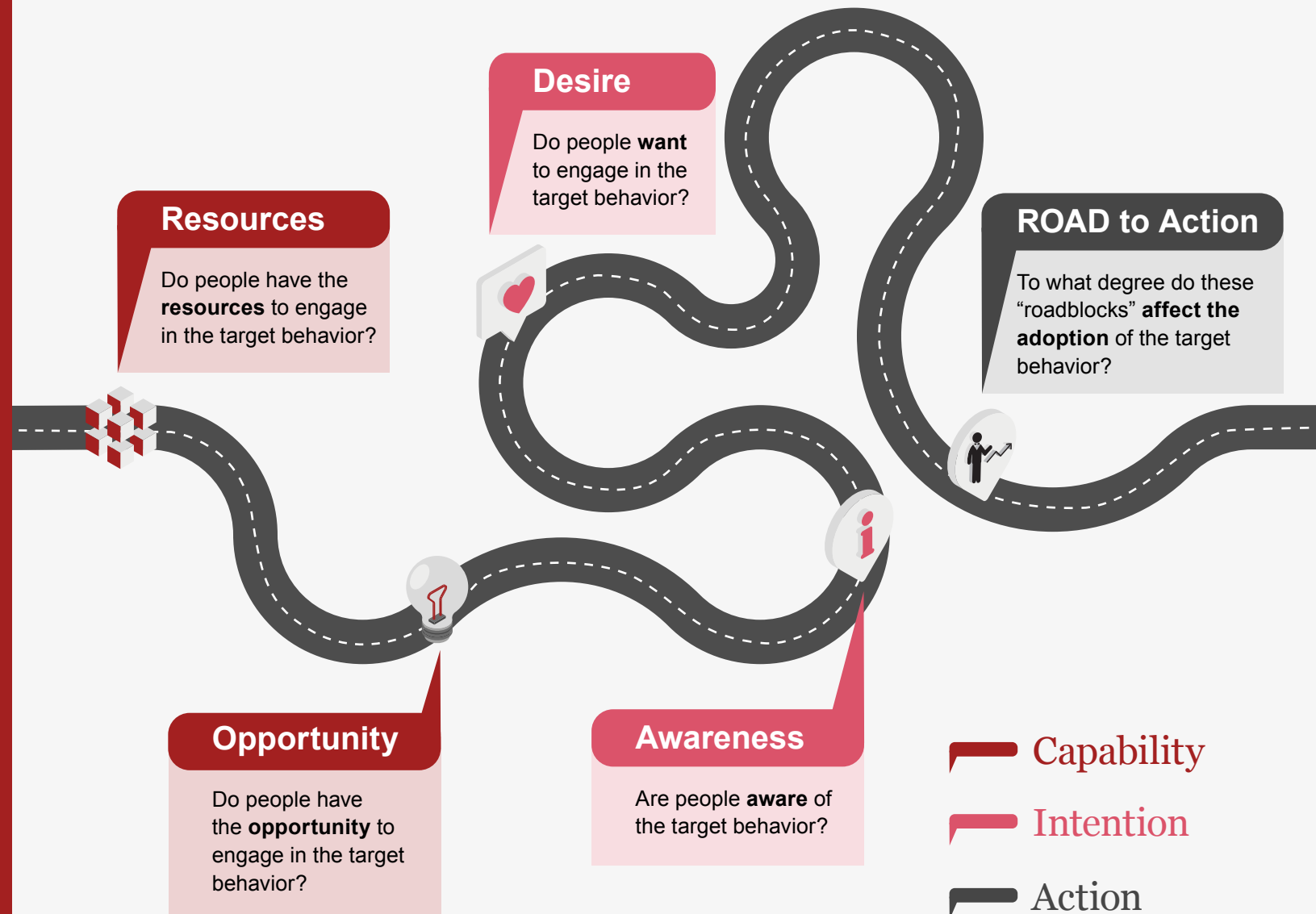




The **ROAD to Action** framework is a behavioral diagnostic tool designed by the Ideation Center to uncover barriers that prevent individuals or organizations from adopting a target behavior.

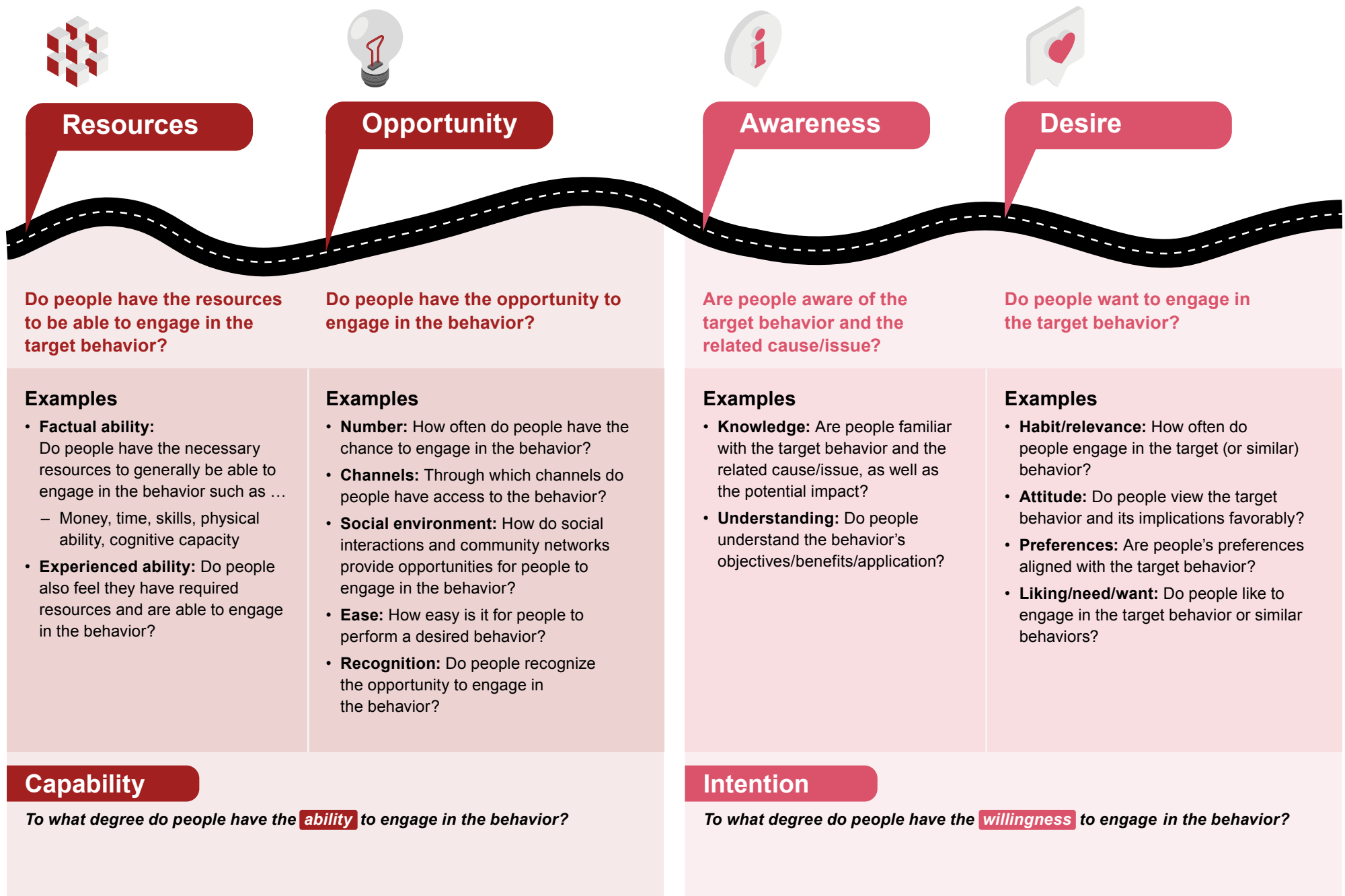
By breaking down these barriers into four critical components — Resources, Opportunity, Awareness, and Desire — the framework provides a structured approach to understanding and addressing the obstacles at each stage of the behavior change journey.

# ROAD to Action





# Assess behavioral barriers using ROAD





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