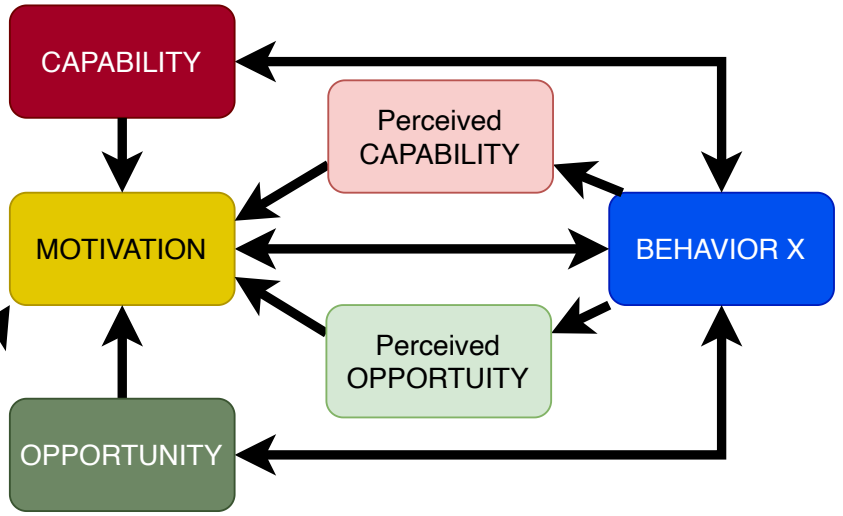
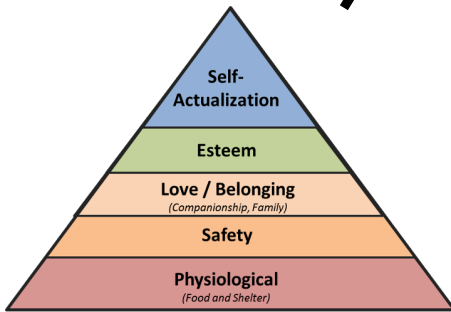
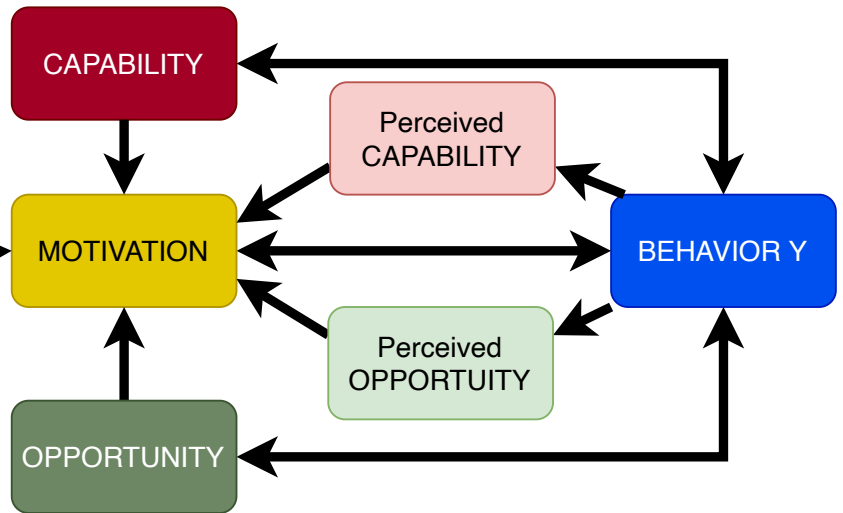


COM-B DIAGRAM

Action which satisfies self interest

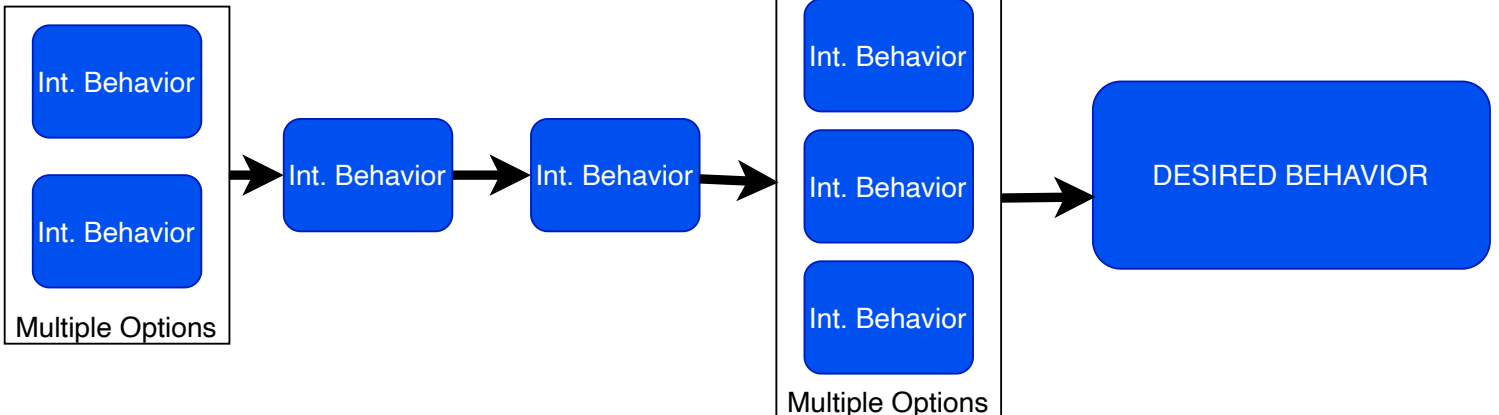


Action which satisfies self interest

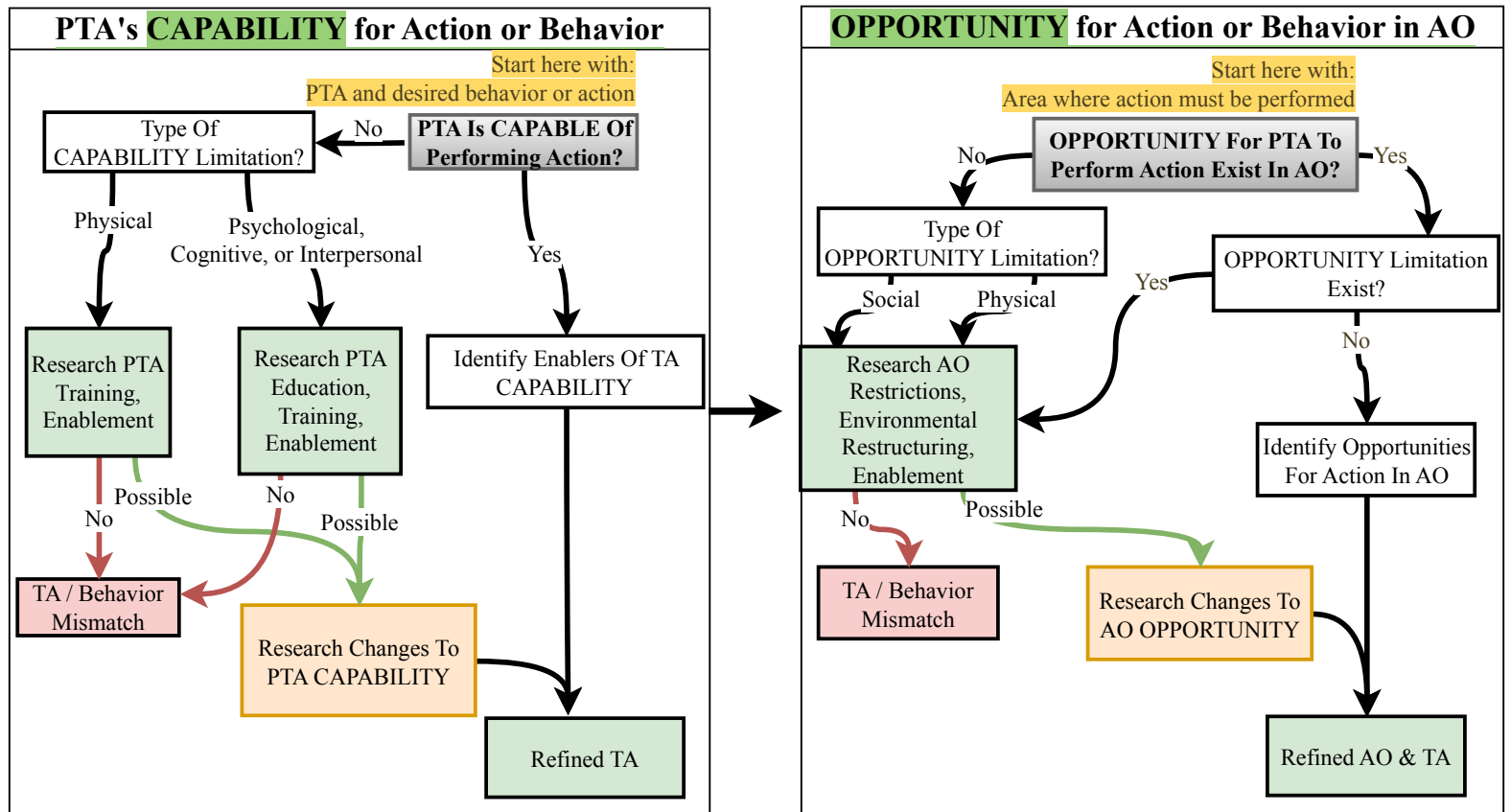


SELF-INTEREST

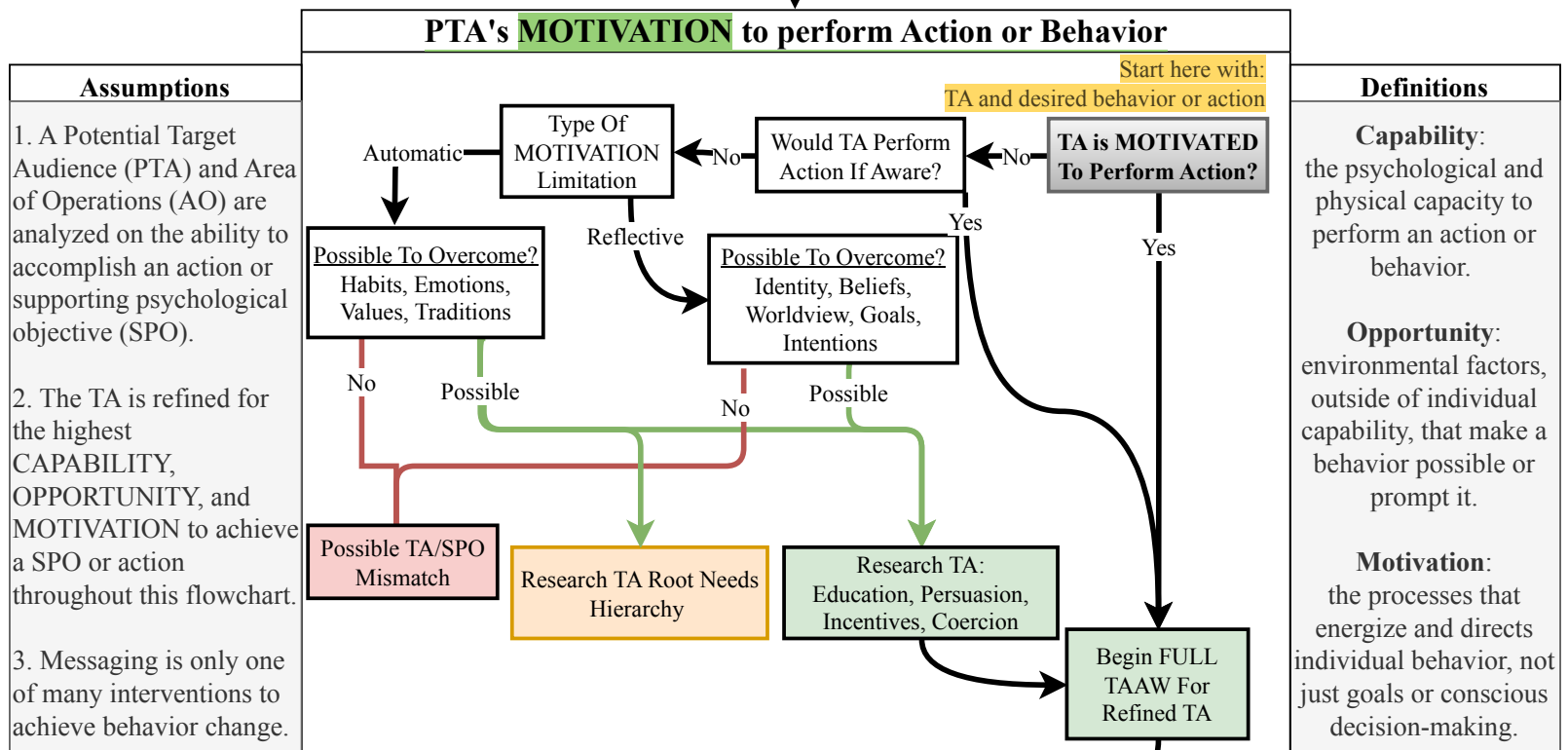
BEHAVIOR ANALYSIS



Using The COM-B Model for Target Audience Refinement



Remaining Potential Target Audience is **CAPABLE** and has the **OPPORTUNITY** to perform action within the area of operations



Source: TM 3-53.11 (2022)
The Psychological Operations Force Influence Process

Source: <https://www.behaviourchangewheel.com/about-wheel>
Source: <https://www.behaviourchangetheories.com/>

