An intervention that aims at changing aspirations must have:

WHAT to aspire to? Showing successful future selves

* The future self is often thought of as another person and how feelings about this ‘other’ person impact decisions across domains.
* Showing the aspirational frontier of successful peers is showing to the best selves they could aspire to. This frontier is defined as the profits/sales that can be achieved by implementing the best practices.

HOW to arrive to such aspirations?

* Importance of showing realistic steps of HOW to arrive at such a future. Identifying barriers and how to overcome them is key. Providing this context can increase engagement as it counteracts the well-document tendency to discount the future.
* Showing the best practices, what they are and how to implement them.

WHY to aspire to?

* Reasons? Maybe this is too philosophical

Important caveats when aiming at shocking aspirations:

* Risk of visualizing an aspirational future self without considering the realistic steps of how to arrive at such a future (Mental contrasting: Oettingen & Mayer, 2002) If people cannot visualize the aspirational future 🡪 Day dreaming 🡪 bad outcomes

Role models help the person visualizing this future and how to overcome the barriers. Role models help draw a map of expected barriers to success and ways to get past them.

* The future self should not be too far from initial aspirations 🡪 Frustration 🡪 bad outcomes

What is each treatment adding to aspirations?

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