The COM-B Model for High-Performance Behaviour Change

USE THIS WHEN:
- A habit keeps breaking down
- You feel "undisciplined" despite good intentions
- You're stuck repeating the same pattern under pressure

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#1

The COM-B Framework

Behaviour = Capability × Opportunity × Motivation

If any one is weak, the habit collapses.

- Capability – Can I physically and mentally do this?
- Opportunity – Does my environment support this?
- Motivation – Do I genuinely want this badly enough?

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#2

Diagnose the Breakdown

Ask yourself (score 1–10):

Capability
- Do I know exactly what to do?
- Do I have the physical/cognitive energy to do it?
- Is the habit small enough to be repeatable?

Opportunity
- Does my environment make this easy or hard?
- Are people, time, tools helping or hindering me?
- What friction exists right now?

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Continued...

Diagnose the Breakdown

Motivation
- Why does this matter beyond "I should"?
- Is this aligned to who I want to be under pressure?
- Am I chasing an outcome or reinforcing an identity?

Lowest score = where to intervene first.

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#3

High-Performance Reframe

Elite performers ask:

- "How do I remove friction?"
- "How do I make the right behaviour automatic?"
- "How do I design the environment to win?"

They do not just say:
"Try Harder"

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#4

Fix the Weak Link

If capability is low
- Shrink the habit (2 minutes beats 0 minutes)
- Clarify the exact behaviour (not the outcome)
- Train the skill before demanding consistency

If Opportunity is low
- Change the environment, not your personality
- Remove derailers (notifications, access, temptations)
- Add visible cues and reminders

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Continued.....

Fix the Weak Link

If Motivation is low
- Reconnect to identity ("I am someone who...")
- Make the reward immediate
- Visualise the cost of not changing

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#5

COM-B In Action

Goal: Consistent deep-work habit

- Capability: I know how to focus → ✓
- Opportunity: MS Teams & email always open → ✗
- Motivation: I value impact over busyness → ✓

Fix: Block calendar + close distractions = habit unlocked.

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