



Getting Primed

QUICK SUMMARY

1. Language and choice of words influence behaviour
2. Priming increases the likelihood a behaviour will occur
3. Affective (feeling) words complement priming language
4. Talk to the behaviour you want to see

What's the trick to getting your kids to do more of what you want without the nagging?

Priming is a psychological phenomenon that allows us to influence the unconscious brain and the actions of our children. By using the right words we can increase the probability of getting the behaviour we desire. In a nice way it is manipulating our kids to do what we want, when we want, without them even knowing about it.

How does positive priming work?

Our world is full of negative words and demands. Think about recent interactions with our children. We often resort to 'Stop that', 'Don't do that', 'No you can't.' When we say 'Stop running' the only word heard is *running* and this causes the brain to send the message that running is ok. By changing our words and adding a feeling (affective) word we are wiring the brain to a different outcome.

What does it look like at home and school?

HOME		SCHOOL	
Default Statement	Priming Statement	Default Statement	Priming Statement
“Don’t fight with your sister.”	“It’s pleasing to see you sharing the Lego with your sister.”	“No football tackling at recess break.”	“I’d really love to see you safely tag during recess football”
“Stop throwing your clothes on the floor.”	“Thanks for putting your clothes in the laundry, it’s really helpful.”	“Stop throwing pencils across the room”	“Thanks for passing the pencils safely, I appreciate it.”
“Stop walking mud through the house.”	“I’d be thankful if you took your shoes off at the door.”	“Hurry up, you haven’t started your work.”	“I love the way everyone has started their work, well done.”