IP BEST PRACTICES

Kairos

A best practice shared by Pauline Kamphuis.

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Kairos

Applying the Kairos principle of strategic timing to enhance activation impact.

Key steps

Prime before launch: introduce new words, images, or symbols to anchor the desired future, making change feel natural, reducing resistance and increasing support.

Leverage the Fresh Start Effect: schedule activation around naturally motivating times like the new year, milestones, or post-holidays.

Keep the momentum going: create regular 'mini fresh starts' to maintain energy and highlight progress.

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