

# Behaviour Attitude Matrix – BAM card sort

Using a prioritisation chart, which is a 2x2 matrix with different elements on the axes, you can ask a combination of questions about your project. Of interest to the Happy Museum project team is how important and how easy are the principles we've worked on, revealing attitudes or aspirations, and behaviours or capabilities. It enables us to learn about two things:

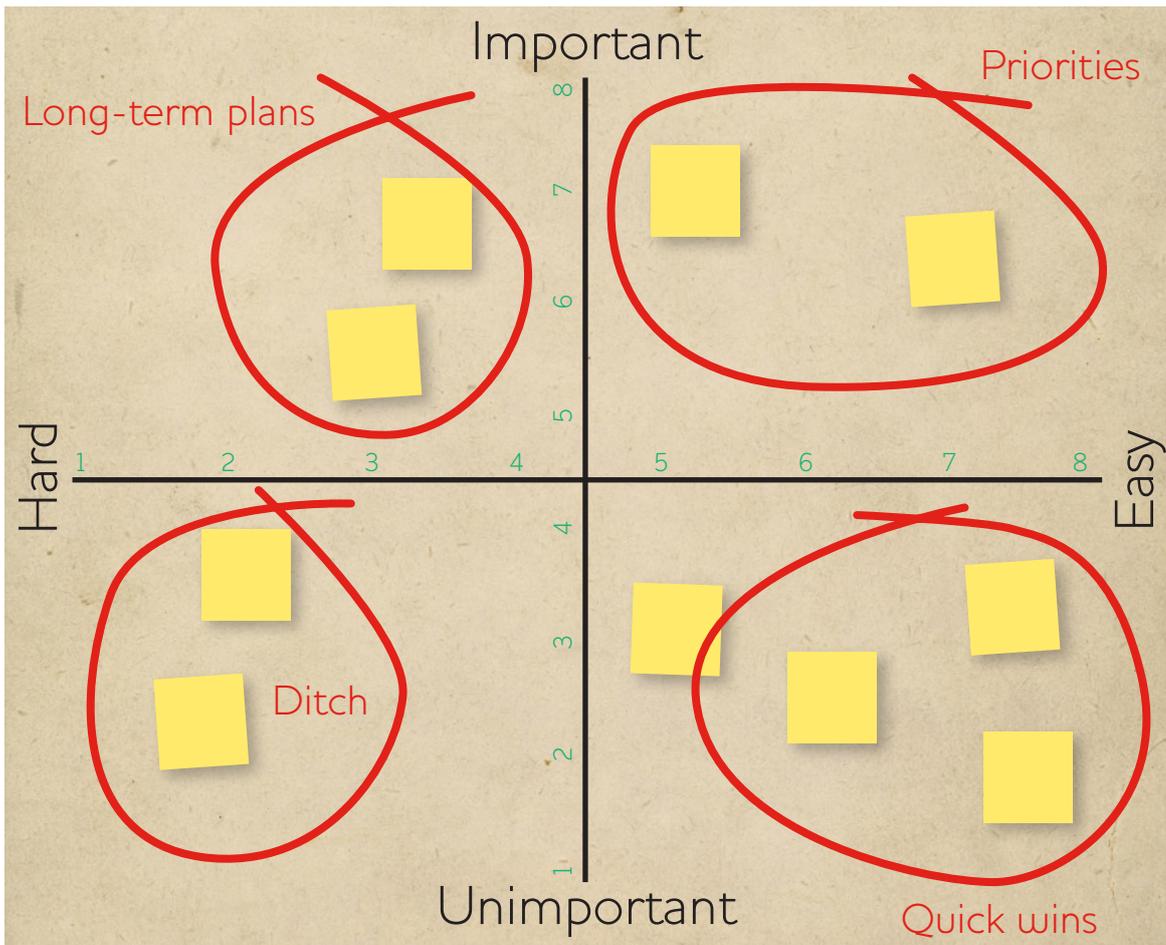
- which elements should be our priorities because they are both important and easy
- comparing changes over time and looking for a narrowing of any gaps between important and easy gives some qualitative information about whether or not our programme has made a difference.

To implement:

- ask the participants to place the cards (page 5) onto the chart (page 4) on one axis first, for example 'how important is this'?
- then ask the participants to move the cards against the other axis, for example 'how easy is this to do?'
- discuss what the priorities are (both important and easy), any quick wins (easy but not that important) what needs work (important but not yet easy) and what should be ditched (neither important nor easy).

In analysing the information turn the position on the axes into a score of 1-8. Look for the difference by subtracting the importance score from the ease score to give a positive or negative score. For example, Measure What Matters is often scored important (8) but hard (1) giving a score of minus 7. Testing this again at the end shows whether the programme has helped museums learn how to deliver the principles. We did this using Excel formulae and conditional formatting so it was immediately obvious where there were challenging scores.

On the next page is how you might do the exercise using brown paper and post-its, and on page 4 there is a printable version, best printed A3 or larger.

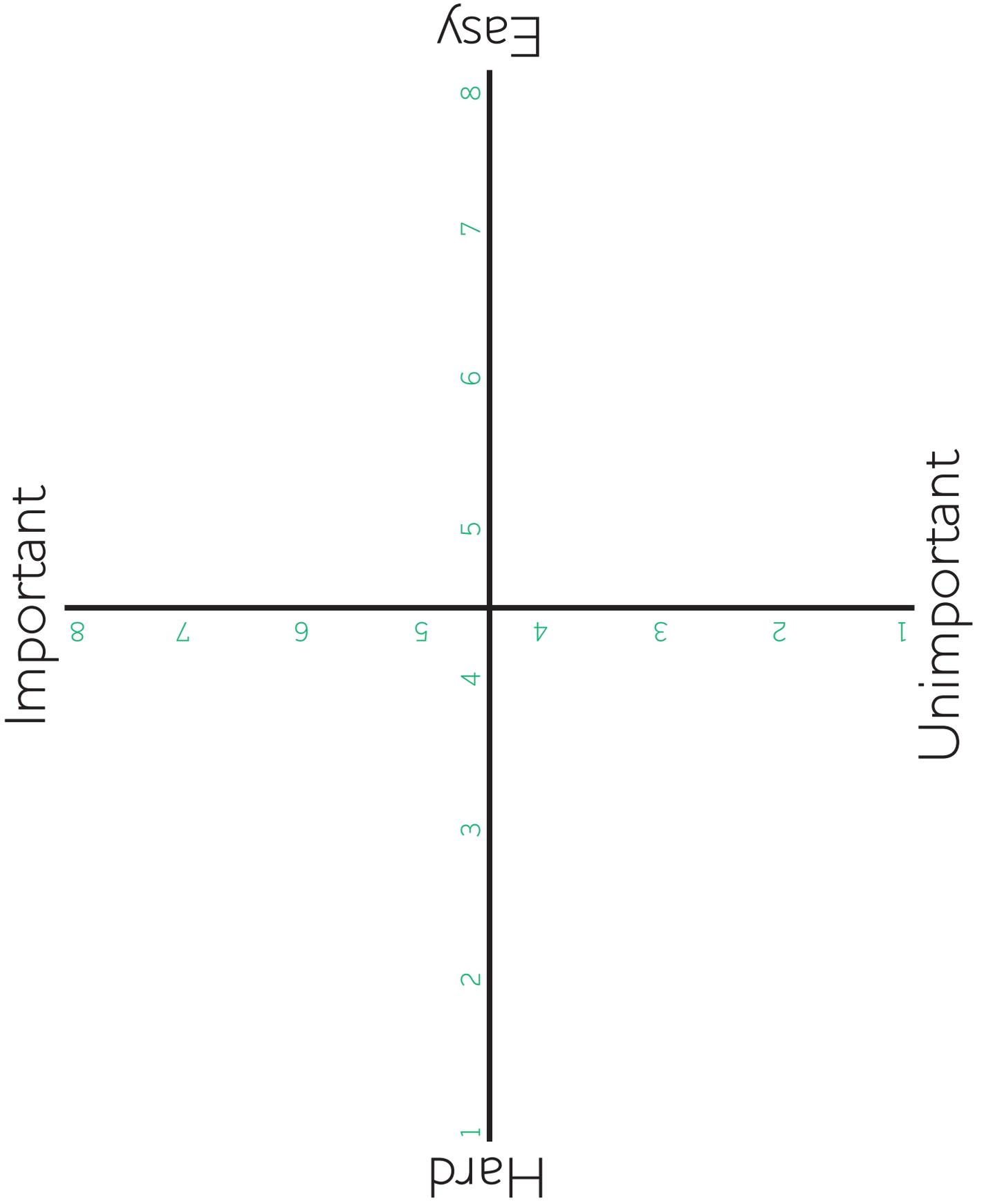


And here is some analysis and conditional formatting in Excel

Principles			
Attitude - how important?	Start	End	Difference over time
Create wellbeing	6	7	1
Learn for resilience	5	8	3
Care for environment; steward future as well as past	6	6	0
Measure what matters	7	6	-1
Pursue mutual relationships	2	6	4
Be active citizens	8	6	-2
Behaviour - how easy?	Start	End	
Create wellbeing	5	6	1
Learn for resilience	3	4	1
Care for environment; steward future as well as past	1	4	3
Measure what matters	4	4	0
Pursue mutual relationships	1	3	2
Be active citizens	6	4	-2
Difference in attitude and behaviour - gap analysis	Start	End	
Create wellbeing	-1	-1	
Learn for resilience	-2	-4	
Care for environment; steward future as well as past	-5	-2	
Measure what matters	-3	-2	
Pursue mutual relationships	-1	-3	
Be active citizens	-2	-2	

# Card sort guidance

- 1 Place the cards on the axis 'how important is this?'.  
2 Only then move the cards on the other axis, 'how easy is this to do?'.
- 3 Use your placings to help you discuss the gap between your aspirations or attitudes and capabilities or behaviours and decide priorities.
- 4 Repeat at the end of the project. Record your original placings as a baseline. Have attitudes or behaviours changed?



# Card sort

Pursue mutual relationships	Value the environment and be a steward of the future as well as the past
Learn for resilience	Create conditions for wellbeing
Be active citizens	Measure what matters
insert your own behaviours/attitudes	insert your own behaviours/attitudes