

The Behavioral Engagement Framework

How people move from: **Understanding** → **Caring** → **Action**

Dimension	 Head	 Heart	 Hands
Question	Can I trust you?	Why should I care?	How can I help?
Human Need	Confidence	Connection	Opportunity
Supported By	Evidence	Stories	Experiences
Feeling Achieved	Trust	Hope	Purpose
Result	Belief	Belonging	Commitment