

# AI-02047 Action vs Words Not Enough

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**Explain and deep dive on “Transtheoretical model of change”. Who coined the concept? Is it similar concept to the essence of “words are not enough” or “don’t say it, do it”. Synthesize the concept into the realm of quality living, health, relationships, jobs, finance and investing. List 22 examples of each domain.**

The Transtheoretical Model of Change (TTM) is a framework for understanding how people go through intentional behavior change.<sup>1</sup> It doesn't focus on *what* people change, but on *how* they change, recognizing that the process is not linear and involves a series of stages.<sup>2</sup> The model was coined by **James Prochaska and Carlo DiClemente** in the late 1970s while studying how people quit smoking on their own.<sup>3</sup>

## Core Concepts

The TTM is built on the following key concepts:

- **Stages of Change:** This is the most well-known part of the model and represents a temporal dimension.<sup>4</sup> People move through these stages as they progress toward change, but can also regress to earlier stages.<sup>5</sup>
  - **Precontemplation:** The individual isn't considering or isn't even aware of the need to change.<sup>6</sup> They often deny having a problem.<sup>7</sup>
  - **Contemplation:** The individual is aware of the problem and is starting to think about changing.<sup>8</sup> They may be ambivalent, weighing the pros and cons of change.<sup>9</sup>

- **Preparation:** The individual has decided to change and is actively planning and making small, preparatory steps toward that change.<sup>10</sup>
  - **Action:** The individual has overtly modified their behavior for a period of up to six months.<sup>11</sup> This is where the most visible change occurs.
  - **Maintenance:** The individual has sustained the new behavior for more than six months and is working to prevent relapse.<sup>12</sup>
  - **Termination:** The individual has no desire to return to their old behavior and has complete confidence in their ability to maintain the new behavior.<sup>13</sup> This stage is not always achieved.
  - **Processes of Change:** These are the specific strategies and techniques people use to move from one stage to the next. They are often divided into two categories:
    - **Experiential Processes** (mostly used in the earlier stages like precontemplation and contemplation): These involve internal, cognitive, and emotional shifts. Examples include increasing awareness of the issue (consciousness raising) and feeling strong emotions about the behavior (dramatic relief).<sup>14</sup>
    - **Behavioral Processes** (mostly used in the later stages like preparation, action, and maintenance): These involve overt, visible actions. Examples include using healthy alternatives (counter-conditioning), rewarding oneself for positive behavior (reinforcement management), and changing one's environment (stimulus control).<sup>15</sup>
  - **Other Constructs:** The model also includes other elements that influence progress:
    - **Decisional Balance:** The individual's weighing of the pros and cons of changing.<sup>16</sup>
    - **Self-Efficacy:** The individual's confidence in their ability to perform the new behavior.<sup>17</sup>
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## TTM vs. "Words Are Not Enough"

The TTM is indeed very similar to the sentiment of "words are not enough" or "don't say it, do it." The model implicitly recognizes this by dedicating a specific stage to **Action**. A person in the contemplation stage might say they want to change, but until they move into the preparation and action stages, their words are just thoughts. The TTM provides a framework for understanding the journey from just thinking about it (contemplation) to actually doing it (action).<sup>18</sup> It emphasizes that true, lasting change requires more than just intention; it requires a structured process that includes both internal shifts and external behaviors.

## Synthesis and Examples

The TTM is a versatile model that can be applied to any domain of life where a person wants to make an intentional change.<sup>19</sup> Below are 22 examples for each of the specified domains, demonstrating the journey through the stages of change.

### 1. Quality Living 🧘

- **Precontemplation:** Complains about being stressed and overwhelmed but doesn't see a need to change their routine.
- **Contemplation:** Admits they're "too busy" but starts to think about ways to de-stress, like taking a yoga class.
- **Preparation:** Researches local yoga studios, buys a yoga mat, and schedules their first class.
- **Action:** Attends a yoga class once a week for the last month.
- **Maintenance:** Regularly attends yoga or practices mindfulness daily and feels a noticeable improvement in their overall well-being.
- **Termination:** Has fully integrated mindfulness into their lifestyle, finding peace and balance even in stressful situations without conscious effort.

Precontemplation (Examples)	Contemplation (Examples)	Preparation (Examples)	Action (Examples)	Maintenance (Examples)
1. Feels disconnected from nature but dismisses the	2. Thinks about how nice it would be to go for a hike but	3. Buys new hiking gear and a trail map.	4. Goes on a hike every weekend.	5. Hikes regularly and has joined a hiking club.

idea of spending time outdoors.	keeps putting it off.			
<b>6.</b> Eats out every night and sees no issue with it.	<b>7.</b> Acknowledges they should probably learn to cook to save money.	<b>8.</b> Subscribes to a meal-prep app and buys some new kitchen tools.	<b>9.</b> Cooks three new meals a week.	<b>10.</b> Routinely cooks most meals at home.
<b>11.</b> Has a cluttered home and doesn't think it's a big deal.	<b>12.</b> Becomes overwhelmed by clutter and considers decluttering.	<b>13.</b> Watches Marie Kondo videos and buys storage bins.	<b>14.</b> Spends an hour a day tidying a specific area.	<b>15.</b> Has a tidy home and maintains a "one in, one out" rule for new items.
<b>16.</b> Never reads for pleasure, claiming they don't have time.	<b>17.</b> Feels like they're not learning enough and considers reading more.	<b>18.</b> Joins a book club and buys a few books.	<b>19.</b> Reads for 20 minutes before bed each night.	<b>20.</b> Reads regularly and feels more knowledgeable and fulfilled.
<b>21.</b> Has a disorganized schedule and is always running late.	<b>22.</b> Thinks about getting more organized to reduce stress.	<b>23.</b> Buys a planner and sets up a new calendar system.	<b>24.</b> Uses the planner daily to manage tasks and appointments.	<b>25.</b> Is consistently on time and feels more in control of their day.

## 2. Health 🍎

- **Precontemplation:** Smokes a pack a day and says, "I'll quit when I'm ready."
- **Contemplation:** Starts to cough more and worries about the long-term effects of smoking. They think about quitting.
- **Preparation:** Sets a quit date, buys nicotine gum, and tells friends and family about their plan.<sup>20</sup>
- **Action:** Stops smoking on the set date and uses nicotine gum and other coping strategies.
- **Maintenance:** Has been smoke-free for over six months and avoids situations that would tempt them to smoke.<sup>21</sup>

- **Termination:** Has no cravings for cigarettes and considers themselves a non-smoker.

Precontemplation (Examples)	Contemplation (Examples)	Preparation (Examples)	Action (Examples)	Maintenance (Examples)
<b>1.</b> Regularly eats fast food and doesn't see a problem with their diet.	<b>2.</b> Reads an article about healthy eating and wonders if they should change their diet.	<b>3.</b> Finds a healthy meal plan online and creates a grocery list.	<b>4.</b> Begins cooking healthy meals at home and tracking their food intake.	<b>5.</b> Has adopted a healthy diet and rarely eats fast food.
<b>6.</b> Is sedentary and has no intention of exercising.	<b>7.</b> Thinks about exercising to lose weight and feel better.	<b>8.</b> Joins a gym and hires a personal trainer.	<b>9.</b> Works out three times a week.	<b>10.</b> Has a consistent exercise routine and feels stronger.
<b>11.</b> Neglects dental hygiene and avoids the dentist.	<b>12.</b> Gets a toothache and contemplates the benefits of better dental care.	<b>13.</b> Buys an electric toothbrush and floss, and makes a dentist appointment.	<b>14.</b> Brushes and flosses twice a day.	<b>15.</b> Maintains a consistent dental hygiene routine and has regular check-ups.
<b>16.</b> Drinks alcohol frequently and denies it's an issue.	<b>17.</b> Notices alcohol is affecting their sleep and considers cutting back.	<b>18.</b> Tells a friend they're going to try "Dry January" and stocks up on non-alcoholic drinks.	<b>19.</b> Refrains from drinking alcohol for a month.	<b>20.</b> Has reduced alcohol consumption significantly and feels better for it.
<b>21.</b> Has a terrible sleep schedule and doesn't think it affects them.	<b>22.</b> Feels groggy every day and thinks about fixing their sleep habits.	<b>23.</b> Sets a consistent bedtime and wake-up time.	<b>24.</b> Goes to bed and wakes up at the same time for two weeks straight.	<b>25.</b> Maintains a healthy sleep routine and feels more energized.

### 3. Relationships

- **Precontemplation:** Is in a stagnant relationship and blames their partner for all their problems.
- **Contemplation:** Realizes their own behaviors might be contributing to the relationship issues. They start to think about what they can do differently.<sup>22</sup>
- **Preparation:** Reads a book on communication, talks to a friend about their issues, and suggests couple's counseling to their partner.
- **Action:** Begins weekly couple's therapy and makes a conscious effort to actively listen to their partner.
- **Maintenance:** Continues to use healthy communication strategies and checks in with their partner regularly to ensure the relationship is on track.
- **Termination:** The new communication habits are so ingrained that they are now a fundamental part of the relationship.

Precontemplation (Examples)	Contemplation (Examples)	Preparation (Examples)	Action (Examples)	Maintenance (Examples)
1. Never calls their parents, assuming they'll always be there.	2. Sees a friend's relationship with their parents and contemplates calling their own more often.	3. Schedules a weekly call with their parents.	4. Calls their parents every Sunday.	5. Regularly checks in with their parents and feels closer to them.
6. Has a friend they always rely on but never reciprocates the support.	7. Feels guilty about not being a better friend and considers how to change.	8. Finds out their friend is going through a tough time and plans to bring them a meal.	9. Regularly initiates plans and offers support to their friend.	10. Has become a reliable and supportive friend.
11. Never says "I love you" to their family.	12. Sees a movie where a family shows affection and thinks about	13. Writes "I love you" in a note to their partner.	14. Starts to say "I love you" to their family members.	15. Regularly and naturally expresses love and affection.

	expressing their own love more.			
<b>16.</b> Has an unresolved conflict with a sibling and ignores them.	<b>17.</b> Thinks about how nice it would be to have a good relationship with their sibling again.	<b>18.</b> Drafts a text to apologize and invite their sibling for coffee.	<b>19.</b> Meets up with their sibling to talk and begin to rebuild the relationship.	<b>20.</b> Has a healthy and functional relationship with their sibling.
<b>21.</b> Never introduces new friends to their existing friend group.	<b>22.</b> Thinks about how they could create a more integrated social circle.	<b>23.</b> Plans a group dinner and invites a mix of friends from different circles.	<b>24.</b> Organizes group hangouts to help friends get to know each other.	<b>25.</b> Has an integrated social circle where new and old friends mingle.

#### 4. Job/Career

- **Precontemplation:** Hates their job but believes it's the best they can do.
- **Contemplation:** A co-worker gets a promotion, making them think about their own career progression. They consider looking for a new job.
- **Preparation:** Updates their resume and LinkedIn profile, and starts networking with people in their desired field.
- **Action:** Applies to new jobs and goes on interviews.
- **Maintenance:** Has a new job and is actively working on their performance reviews and professional development.
- **Termination:** Has built a successful career in their new field and no longer feels a need to constantly search for better opportunities.

Precontemplation (Examples)	Contemplation (Examples)	Preparation (Examples)	Action (Examples)	Maintenance (Examples)
<b>1.</b> Never attends company social events.	<b>2.</b> Realizes they might be missing out on networking and considers	<b>3.</b> R.S.V.P.'s for the company picnic and prepares	<b>4.</b> Attends the picnic and actively talks to co-workers.	<b>5.</b> Is now an active participant in company

	attending the next event.	conversation topics.		culture and social events.
<b>6.</b> Is always late to meetings and dismisses the importance of punctuality.	<b>7.</b> Gets a warning from their manager about lateness and thinks about being on time.	<b>8.</b> Sets alarms 15 minutes early to prepare for meetings.	<b>9.</b> Arrives to all meetings on time for two weeks straight.	<b>10.</b> Has established a habit of being punctual for all work-related activities.
<b>11.</b> Never learns new skills and feels stuck in their current role.	<b>12.</b> Sees a job posting that requires a skill they don't have and thinks about taking a course.	<b>13.</b> Enrolls in an online course to learn a new skill.	<b>14.</b> Spends an hour a day on the online course.	<b>15.</b> Has integrated learning new skills into their weekly routine.
<b>16.</b> Constantly complains about their boss to colleagues.	<b>17.</b> Realizes complaining is creating a negative atmosphere and thinks about having a constructive conversation with their boss instead.	<b>18.</b> Drafts a list of talking points for a meeting with their boss.	<b>19.</b> Meets with their boss to discuss their concerns professionally.	<b>20.</b> Has an open and constructive communication channel with their manager.
<b>21.</b> Has a messy and disorganized workspace.	<b>22.</b> Realizes their cluttered desk is affecting their productivity and considers organizing it.	<b>23.</b> Buys desk organizers and sets aside an hour to clean their workspace.	<b>24.</b> Organizes their desk and digital files.	<b>25.</b> Maintains an organized workspace and feels more productive.

## 5. Finance and Investing 💰

- **Precontemplation:** Spends money without a budget and doesn't think about their future financial security.

- **Contemplation:** Gets an unexpected bill and worries about not having enough saved. They start to think about budgeting.
- **Preparation:** Downloads a budgeting app and creates a spreadsheet to track their income and expenses.
- **Action:** Tracks every expense for a month and sticks to their new budget.
- **Maintenance:** Has a consistent budget and is building an emergency fund. They're now considering investing.
- **Termination:** Has a solid financial plan, is consistently saving and investing, and feels confident about their financial future.

Precontemplation (Examples)	Contemplation (Examples)	Preparation (Examples)	Action (Examples)	Maintenance (Examples)
1. Has no savings and isn't concerned about it.	2. Thinks about an unexpected emergency and considers building an emergency fund.	3. Opens a high-yield savings account.	4. Transfers a set amount of money to their savings account each paycheck.	5. Has a fully funded emergency fund and is now saving for other goals.
6. Never invests and is afraid of the stock market.	7. Reads an article about the power of compound interest and considers starting to invest.	8. Opens a low-cost brokerage account and researches index funds.	9. Buys their first shares in an index fund.	10. Contributes to their investment account on a regular schedule.
11. Uses a credit card for everything and carries a balance.	12. Is stressed by their credit card debt and considers paying it off.	13. Creates a debt repayment plan and calls their credit card company to negotiate a lower interest rate.	14. Pays off a significant portion of their credit card debt.	15. Has paid off all their credit card debt and now pays the full balance each month.

<p><b>16.</b> Never negotiates prices for large purchases.</p>	<p><b>17.</b> Hears a friend talk about negotiating a deal and thinks they should try it.</p>	<p><b>18.</b> Researches the market value of a car they want to buy.</p>	<p><b>19.</b> Successfully negotiates a better price on the car.</p>	<p><b>20.</b> Always researches and negotiates for significant purchases.</p>
<p><b>21.</b> Keeps all their money in a regular checking account.</p>	<p><b>22.</b> Sees a news report about inflation and wonders if their money should be earning more.</p>	<p><b>23.</b> Compares different high-yield savings accounts.</p>	<p><b>24.</b> Opens and deposits money into a new high-yield savings account.</p>	<p><b>25.</b> Actively seeks out and moves money to the highest-interest-bearing accounts available.</p>