

THE NEW MACHO ANATOMY

Lessons from behavioral science on how to engage 21st century tough guys at work, at home, and in society

Characteristics of the New Macho

- See power-sharing as an opportunity, not a threat
- Thrive on competition, but not at the expense of partnership
- Solve problems through dialogue and collaboration
- See caring for and loving their partners and children as a sign of strength

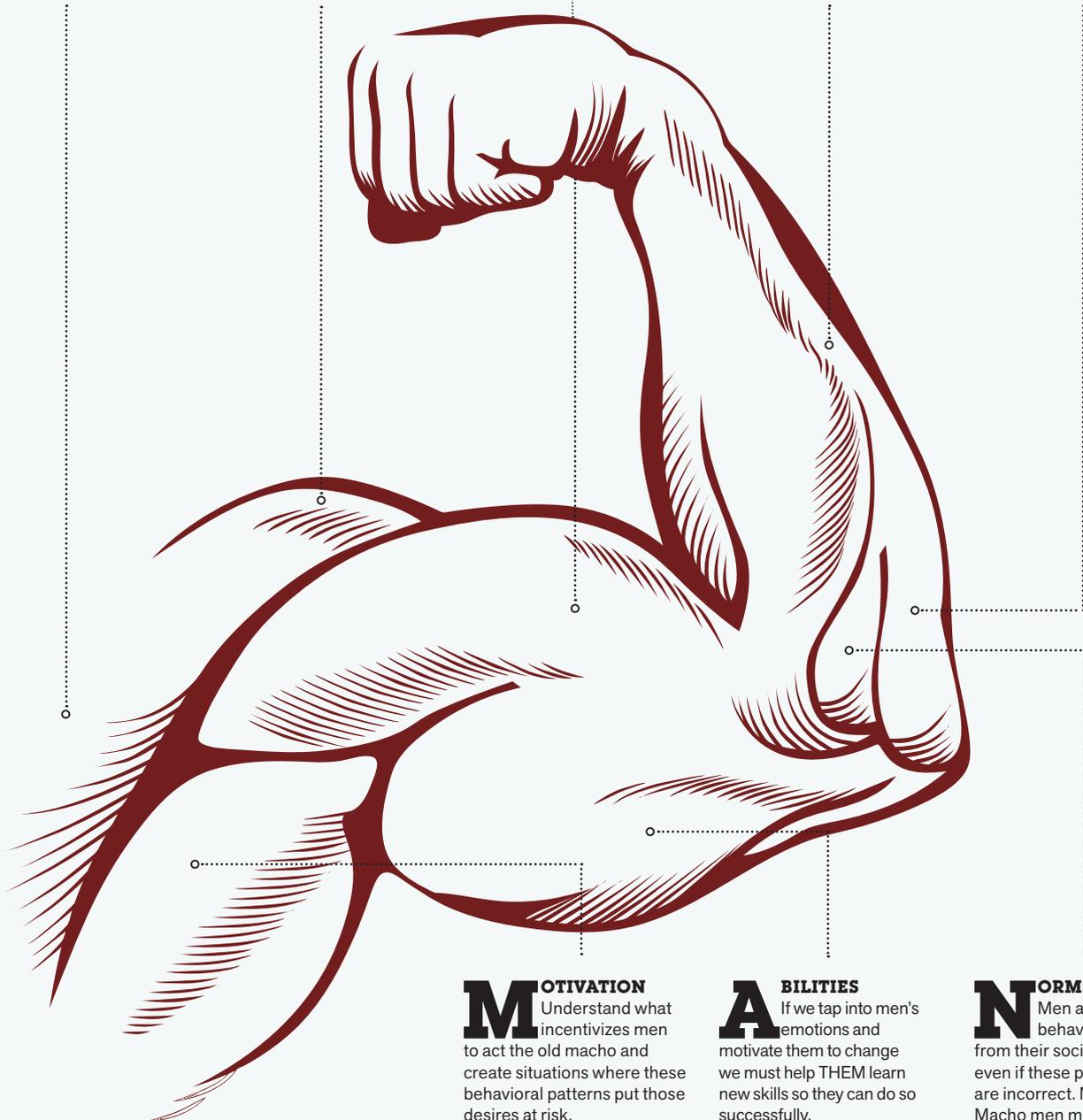
MESSENGER
Men's trust is motivated by group affiliations: initiatives aimed at changing old macho behaviors should ensure that the targeted men see the messengers as part of their "in-group."

AFFECT
Emotion is a powerful force in decision-making. What's the emotional cost of perpetuating the old macho? How will he feel by transitioning to the new macho? Be explicit.

COMMITMENT
Public commitment is important in behavioral science. Strategies need to encourage men to make public commitments in line with the new macho.

HONOR
Don't repudiate the honor code that influences men's social behaviors. Instead, use it, invoking traits like integrity and honor to drive positive social change.

OPPORTUNITY
As the old macho is still the dominant norm, it's important to provide opportunities to practice new macho behaviors and experience the rewards.



MOTIVATION
Understand what incentivizes men to act the old macho and create situations where these behavioral patterns put those desires at risk.

ABILITIES
If we tap into men's emotions and motivate them to change we must help THEM learn new skills so they can do so successfully.

NORMS
Men adopt behavioral cues from their social groups—even if these perceptions are incorrect. Making New Macho men more visible helps shift perceptions to make them the norm.