



A silhouette of a person with voluminous, curly hair, centered against a solid blue background. The person's face is obscured by the hair. Two thin, horizontal white lines cross the image, one above and one below the text.

THE POWER OF HUMAN TRUTH

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CHANGE THE WAY YOU THINK  
ABOUT HOW PEOPLE THINK.

# System 1 (the non-conscious) drives 95% of decision-making



5%

Conscious

- Majority of Research
- Rationalizations

95%

Non-Conscious

- Where Decisions are Made

A woman with dark, curly hair is sitting at a kitchen counter, resting her chin on her hands and looking upwards with a thoughtful expression. In front of her are two plates: one with healthy food (bananas, apples, and oranges) and another with unhealthy food (a donut, a muffin, and a sandwich). The entire image has a light blue overlay.

Irrational



We live in an  
attention economy.

11 million bits of data  
every moment...

Yet, you are only aware  
of 40 to 50 bits of data.





A group of people in a meeting room, overlaid with a green filter. The text "We're social animals..." is centered in white.

We're social animals...



2:56 / 6:30

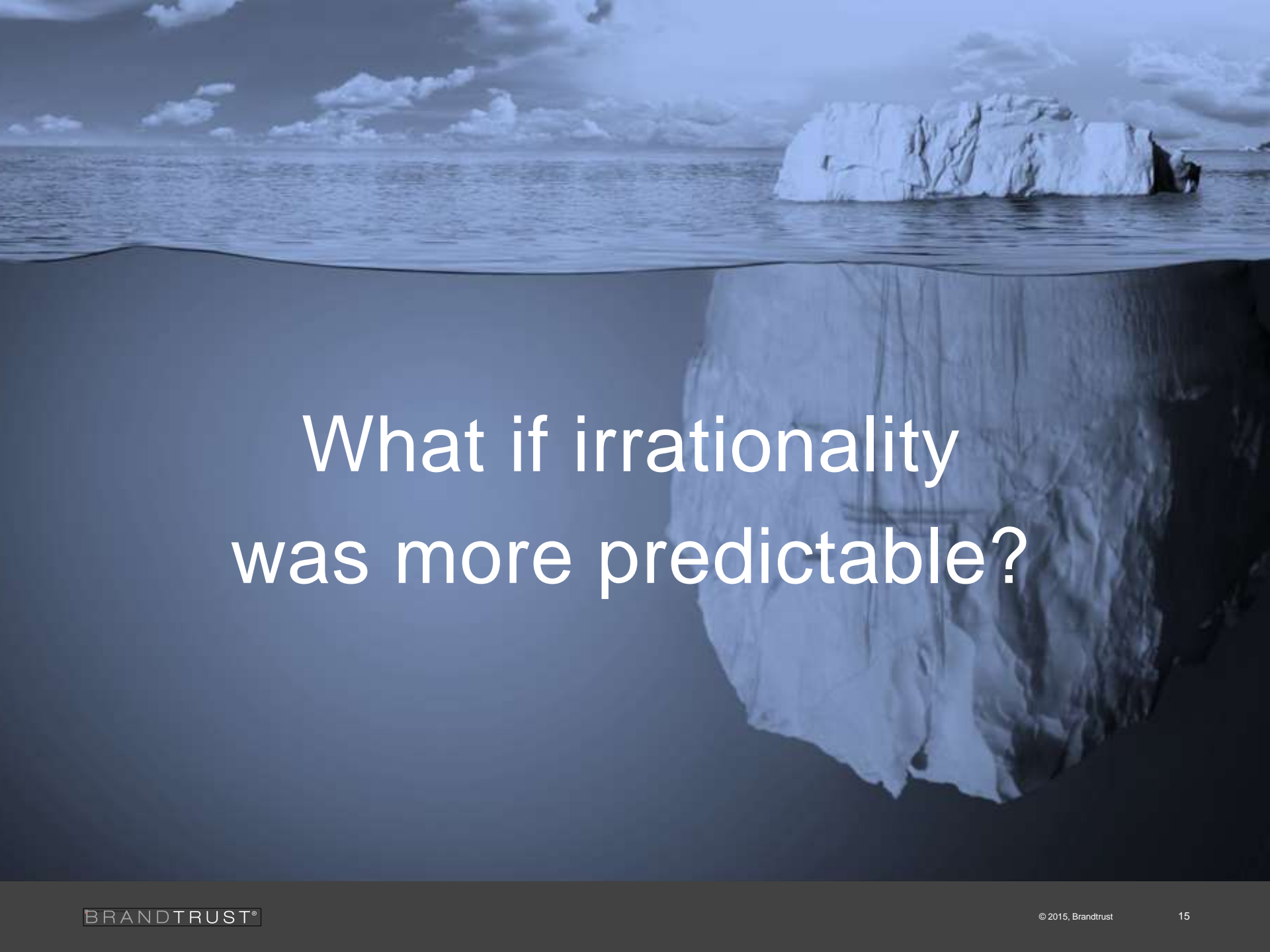


A 3D maze rendered in a light blue color, viewed from an isometric perspective. A path of light blue blocks leads from the bottom center towards the top center, where a small white cube is positioned. The maze is complex with many dead ends and loops. The background is a solid light blue color.

So we take shortcuts...

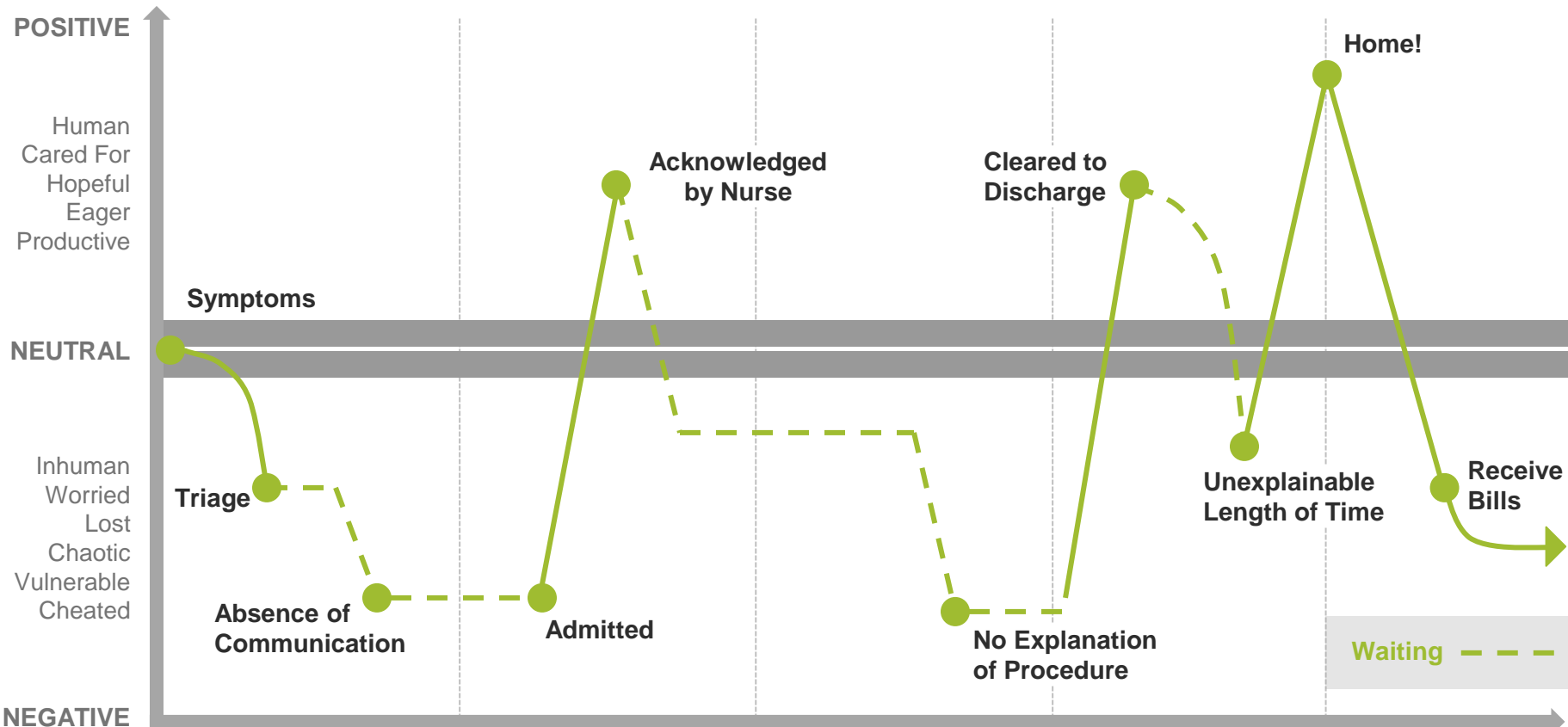
PURPLE YELLOW RED  
BLACK RED GREEN  
RED YELLOW ORANGE  
BLUE PURPLE BLACK  
RED GREEN ORANGE



A blue-tinted photograph of an iceberg floating in the ocean. The top part of the iceberg is visible above the water, while the much larger, jagged part is submerged below the surface. The sky is filled with clouds, and the water is calm.

What if irrationality  
was more predictable?

# HOSPITAL PEAK-END EXPERIENCE MAP



	Check-in	Examination	Procedure	Discharge	Billing
FEELING	Vulnerable, fragile and chaotic	Productive, hopeful and human	Like an object to be dissected.	Hopeful, eager and slightly worried	Shocked, appalled, vulnerable and offended.
THINKING	"What's wrong with me? Can someone cure me?"	"They can see me and treat my humanity."	"What's happening? Do they know who I am?"	"I'm going home soon! Why is this taking so long?"	"Who is this? Are they taking advantage of me?"
DOING	Submitting to the system. Looking for acknowledgement	Listening and wondering when I'll be discharged.	Silently fearing the worst.	Waiting, again. Wondering what might be wrong.	Trying – and failing – to understand.

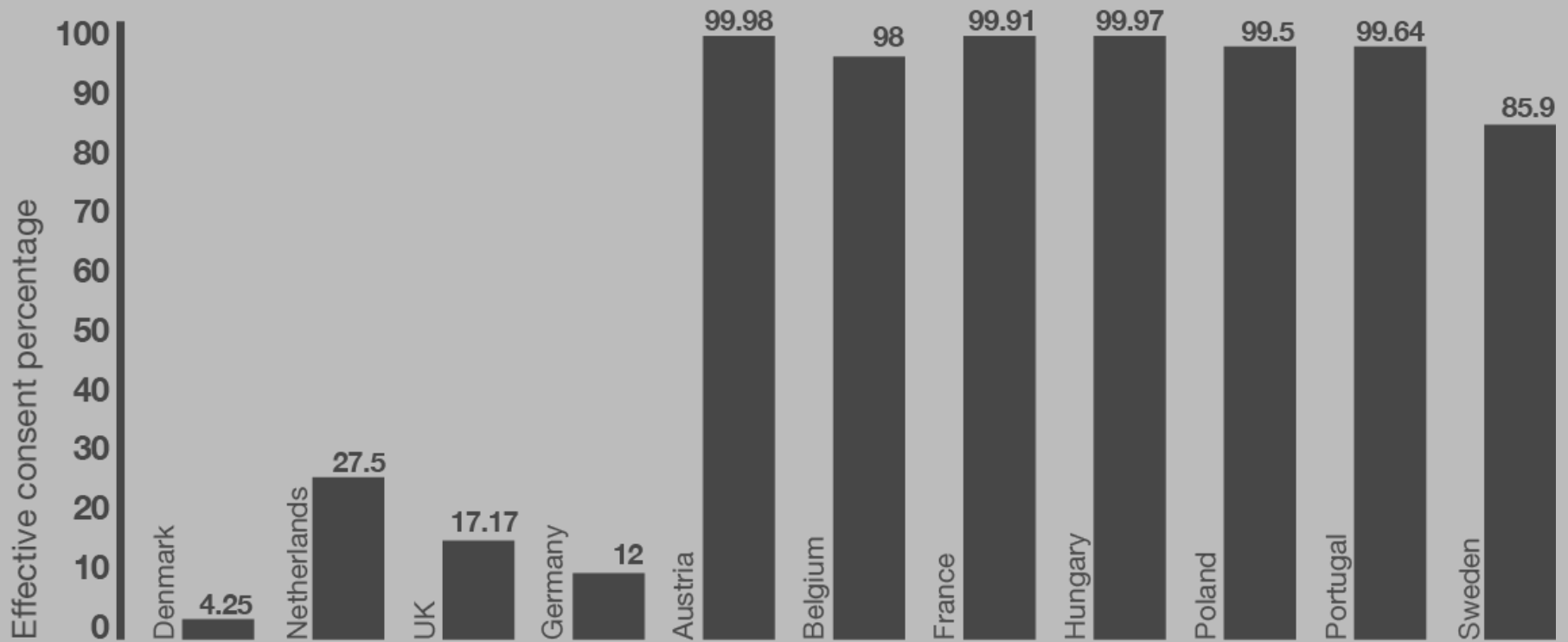




# 01. CHOICE ARCHITECTURE

The careful design of the environments in which people make choices.

# What's the difference?



Plan for errors.





# 02.

## LOSS AVERSION

People are motivated to avoid losses rather than acquire gains.



Moneyball was right...

“I hate losing more than I love winning.”

An ornate, gold-colored picture frame with intricate carvings and a central white space containing text. The frame features a wide, multi-layered border with decorative scrollwork and floral motifs. The central area is a plain white square.

Use the right  
framing.

# Framing gains vs. losses

## THE GAIN FRAME

71%

If Medicine A is selected, one-third of her acne will be cleared in two weeks.

29%

If Medicine B is selected, there is a one-third probability that all of her acne will be cleared in two weeks, and a two-thirds probability that no acne will clear in two weeks.

## THE LOSS / PAIN FRAME

40%

If Medicine A is selected, two-thirds of her acne will still be there in two weeks.

60%

If Medicine B is selected, there is a one-third probability that all of her acne will be cleared in two weeks and a two-thirds probability that no acne will clear in two weeks.







# 03. PRIMING

Our environment influences how we think and act,  
even in the subtlest ways.

A blue-tinted photograph of an elderly person's hands holding a white walker. The person is wearing a light-colored, textured sweater. The background is blurred, suggesting an indoor setting. The text is overlaid in the center of the image.

People primed with an  
“elderly” identity walked more slowly.




The smaller the plate,  
the less we eat.




# 04. SOCIAL NORMS

People naturally follow the crowd and are heavily influenced by those around them.





The risk of an individual becoming obese increases by 57% if a friend becomes obese.

A group of people holding glasses of alcohol, overlaid with an orange filter. The text is centered over the image.

More than half of French college students overestimated the prevalence of binge drinking by their peers. The more common they assumed it was, the more they drank themselves.

# Emphasize social norms for the desired behavior.

## Last 2 Months Neighbor Comparison

You used **19% MORE** energy than your efficient neighbors.



\* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

How you're doing:

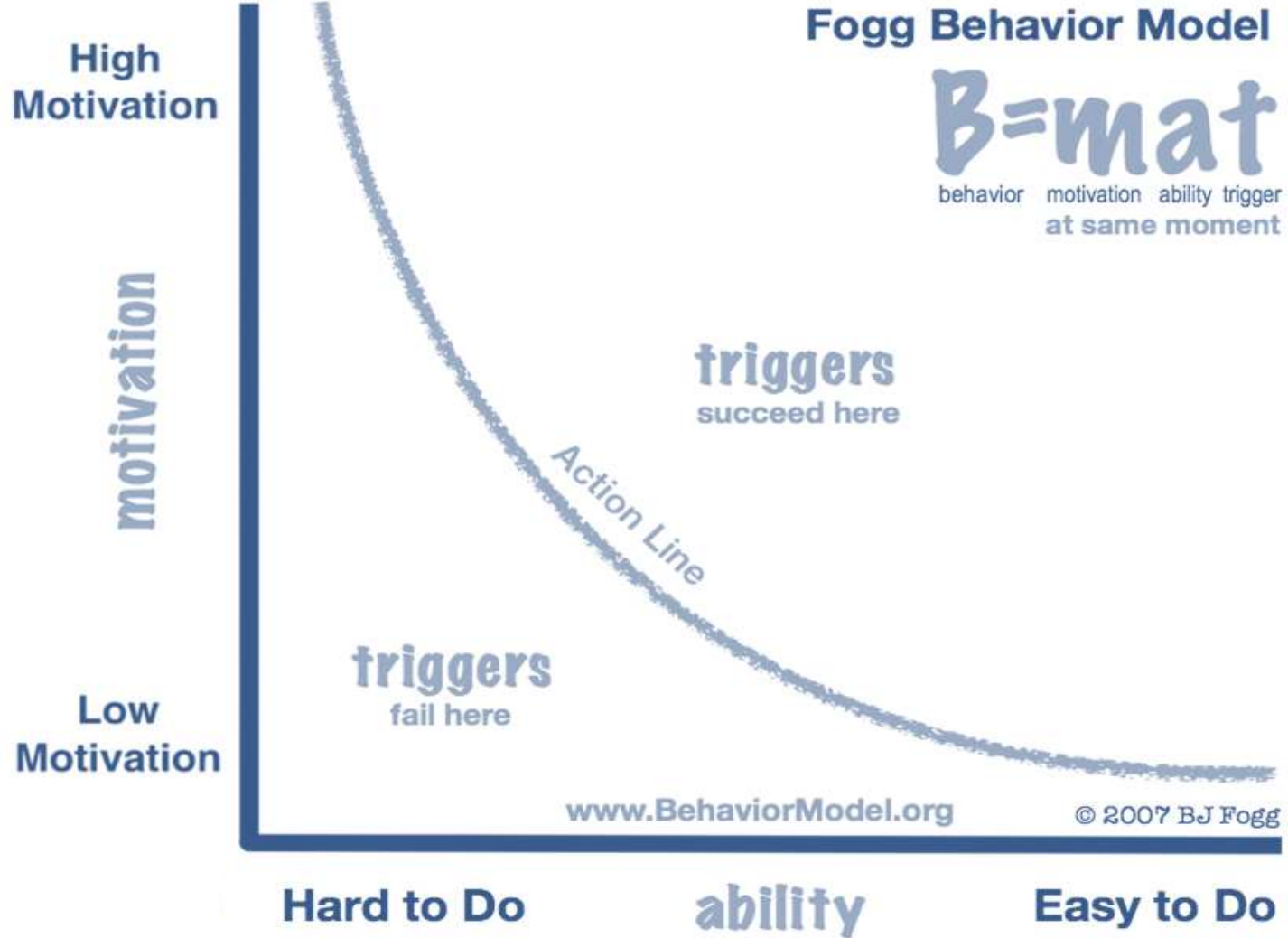
Great 😊 😊

▶ **GOOD** 😊

More than average







# 01.

## DIAGNOSE

- Whose behavior must change?
- What are the target behaviors we seek to change?

# 02.

## INQUIRE

- What is their motivation?
- What is their scarcest resource?
- What are key social & environmental influences?
- What is the behavioral pattern to solve?

# Motivation Dimensions

- Acceptance / Rejection
- Hope / Fear
- Pleasure / Pain

# Ability Dimensions

- Time
- Cost
- Perceived Effort
- Brain Cycles / Conclusion
- Non-Routine

# 03.

## FOCUS

- What are the barriers?
- What cognitive biases are at play?
- What behavioral economics concepts might we use to address this challenge?
- Frame the behavioral intervention opportunity.

# 04.

## BLUEPRINT

- How might we execute on the behavioral intervention opportunity?
- Create 3 “safe” ideas and 3 “crazy” ideas.
- Pick 1-3 target interventions based on impact and feasibility.



# 05.

## TEST

- What core psychological assumptions might we need to test?
- What are 3 simple ways to test these?

# 06.

## CHANGE

- Tell your stakeholder's story and how you can use behavioral economics to help them.
- What is your quick pitch story to build internal momentum and support?

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