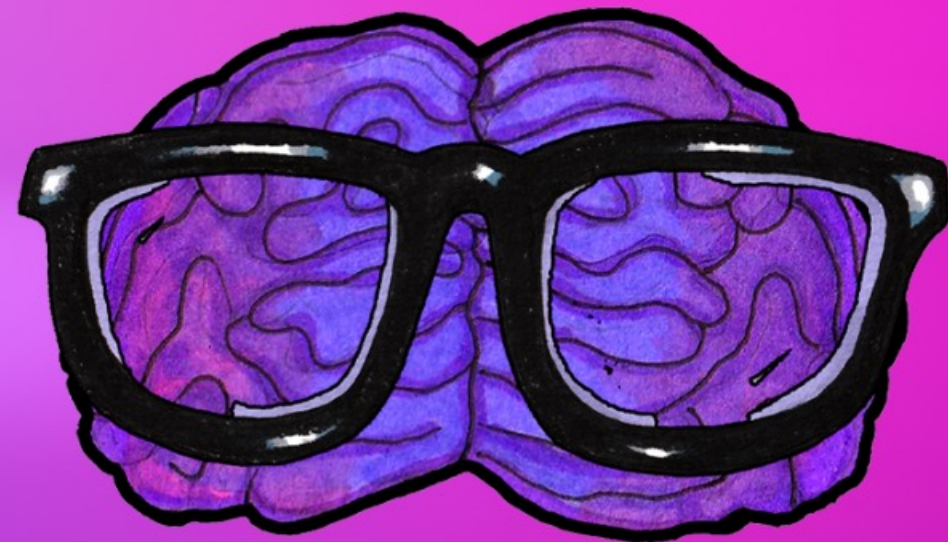


CHANGE IS HARD

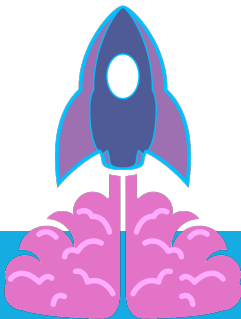
BUT DOES IT

HAVE TO BE?

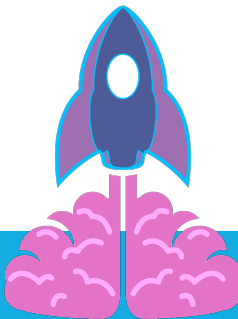
MELINA PALMER, THE BRAINY BUSINESS



**Getting people
to change is
really HARD.**



YOUR TASK:
Get the global population
to always throw away
(and properly sort)
their garbage.







BEHAVIORAL ECONOMICS IN ACTION:

THE LITTERY

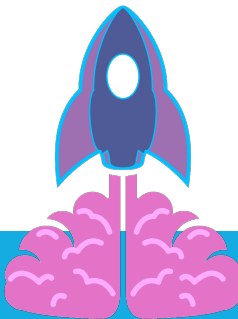


Behavioral Economics

Traditional
Economics

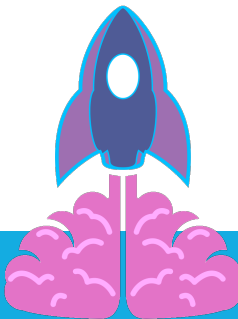
+

Psychology



The Problem

Traditional economics
assumes
rational people
making
logical decisions...
(oops)



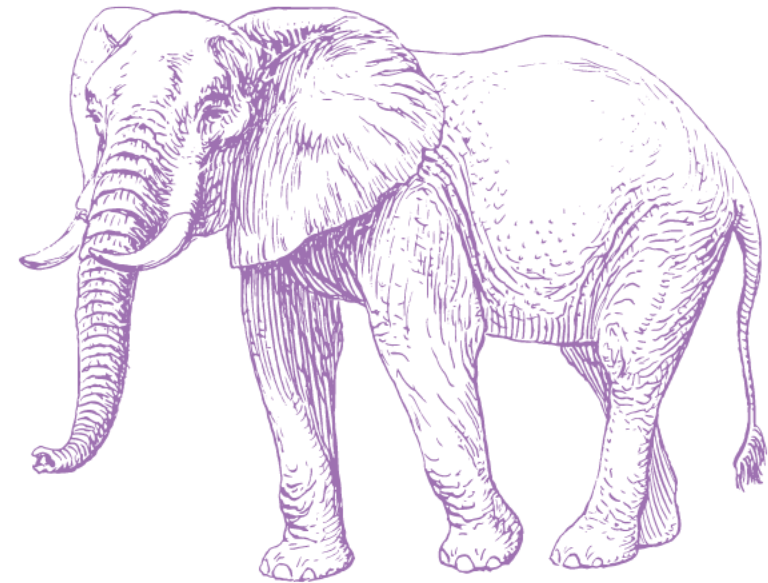
**You need people to BUY IN
On whatever idea
you're SELLING**



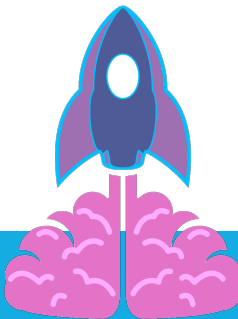


How many decisions do you make each day?

- 25
- 250
- 5000



Wansink, B. & Sobal, J. (2007). Mindless eating: The 200 daily food decisions we overlook. *Environment and Behavior*, 39:1, 106-123.



**HOW
DOES IT
WORK?**



STUDENT DRIVER

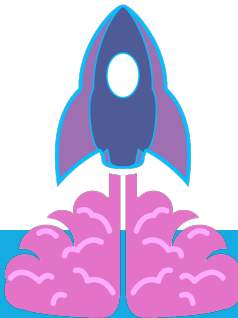


Change: What's the REAL Problem?

How people respond to change

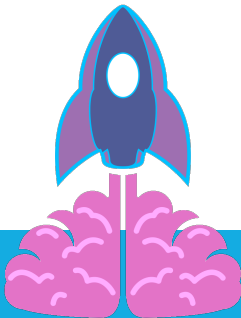
- OR -

How it is presented to them



You're thinking too big.

small changes matter.





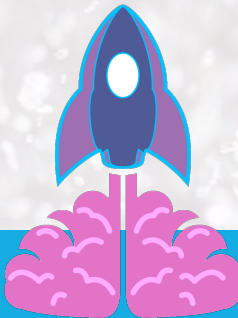
35,000 Decisions

8 hours sleep + **8 hours work** + 8 hours other

17,500 decisions at or about work each day

87,500 decisions per person per week

4,375,000 decisions per person per year







YOUR EMAIL

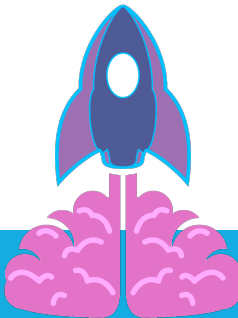






podcast episode 16

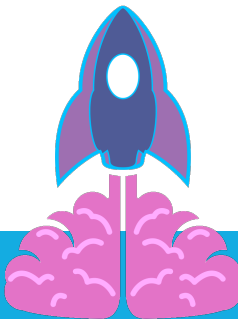
FRAMING



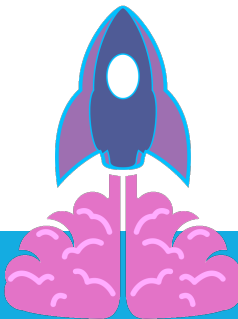


90% Fat Free
LEAN Hamburger

10 % FAT
LEAN Hamburger

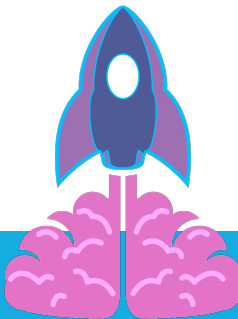


**HOW you say something
matters more than
WHAT you say.**



How can I reframe the message?

- What if change were easy?
- Consider modifying your approach

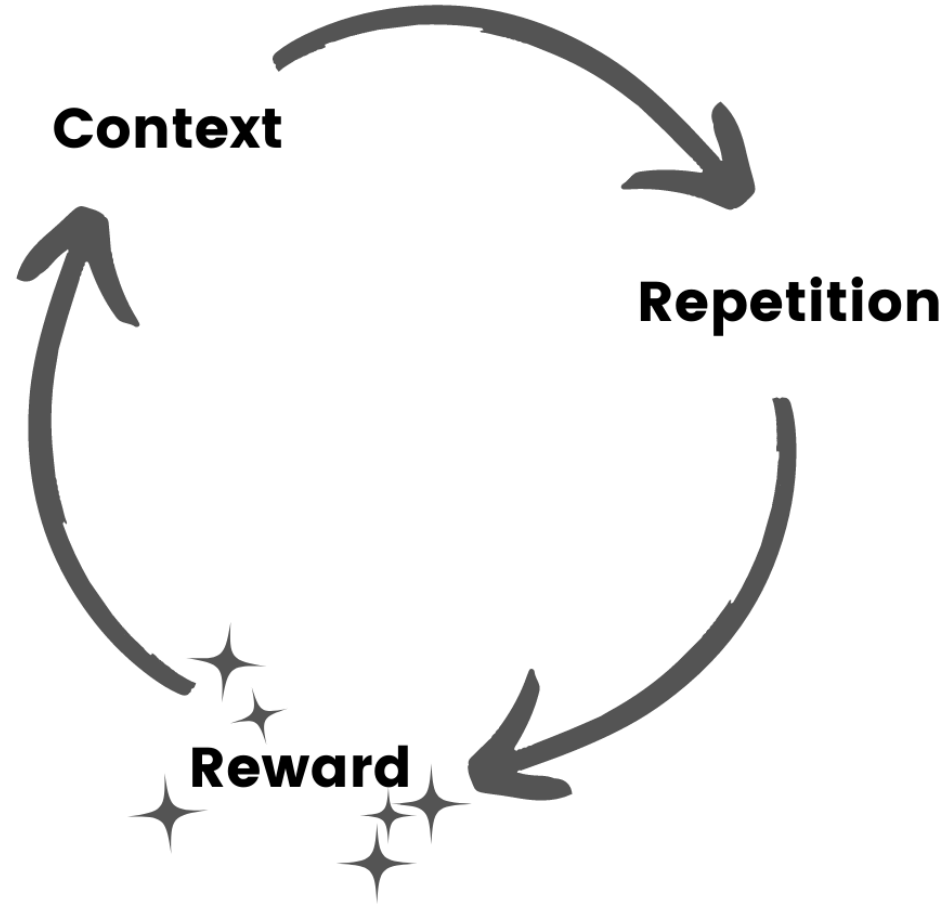


Habits
Episodes 21, 22, 127



H A B I T S

How Habits Work

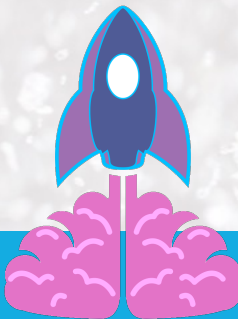


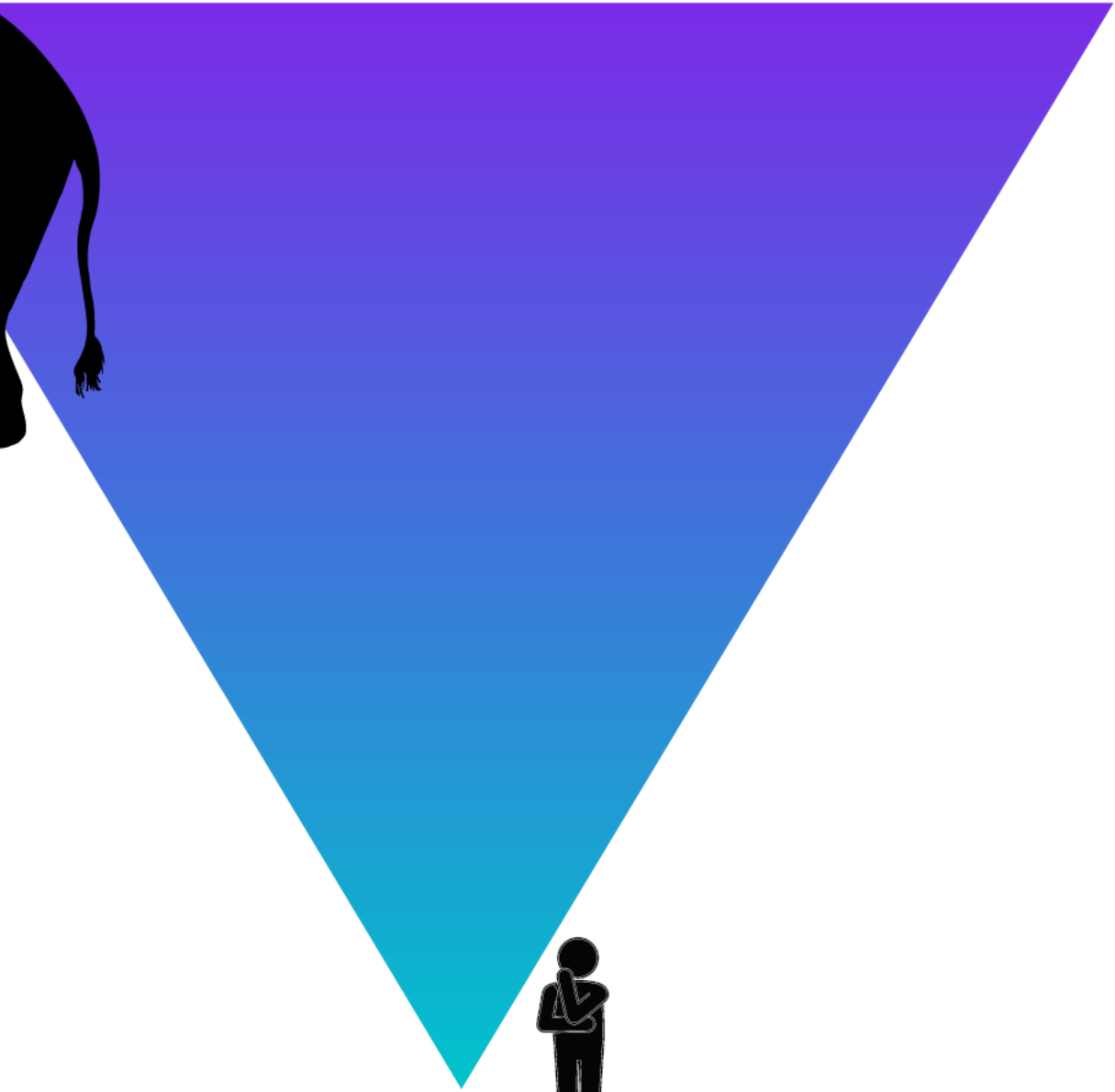
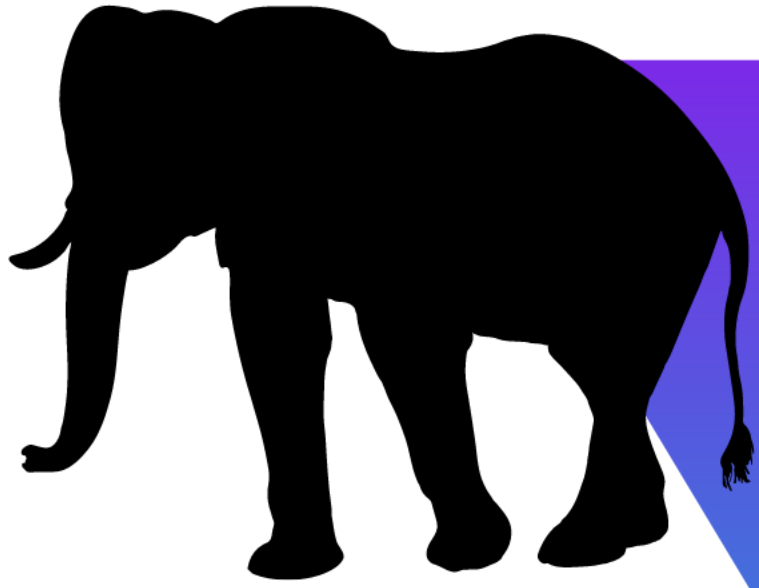
35,000 Decisions

2,187 decisions per hour

36 decisions per minute

a little more than 1 decision every 2 seconds







Status Quo Bias
Episode 142

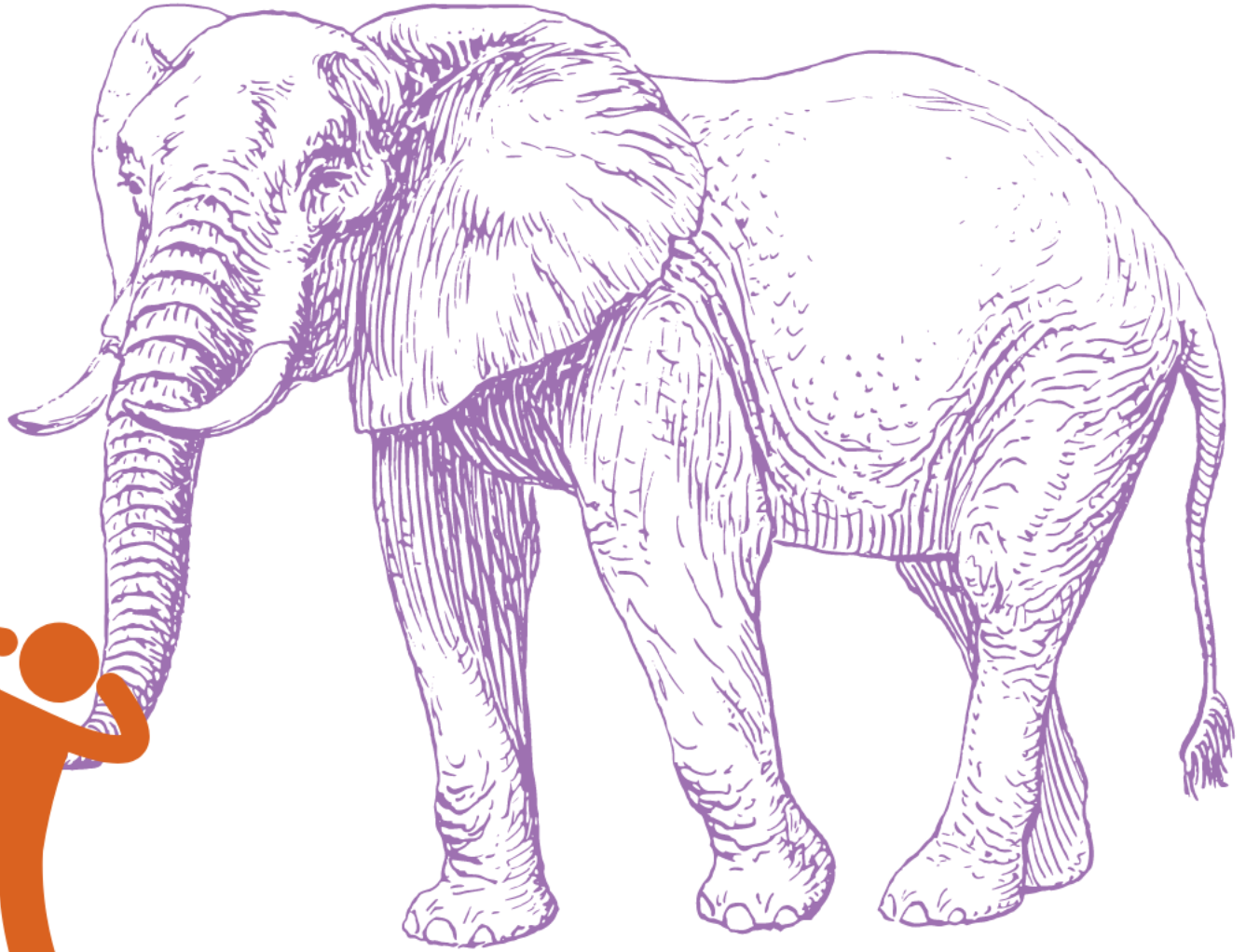
Time Pressure
Episode 74



Remember this number

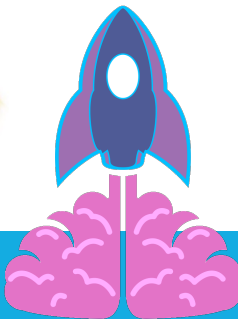
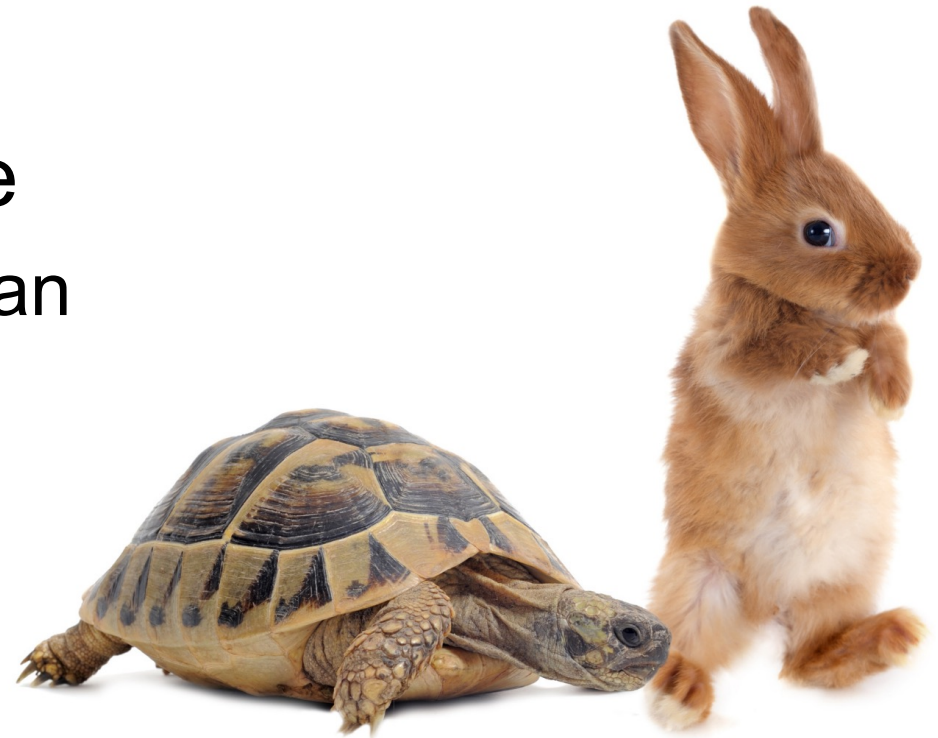


The Brainy Business: Episode 32



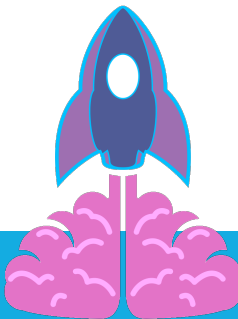
What do you want them to do?

- Small steps to a big goal
- Calm and motivate the elephant before appealing to the rider
- Empathize with where they are
 - Make the path as easy as you can



Where can they feel control and stability?

- Taking control in one place can boost overall mindset
- What can help their brain be less overwhelmed
 - Time to think
 - Ways to get things out of their head







Half of emails are misunderstood

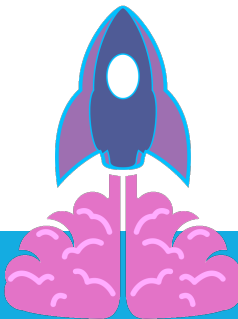
17 hours of communication per person per week is spent clarifying something previously said

62% of emails are unimportant



**17 hours
per person
per week**

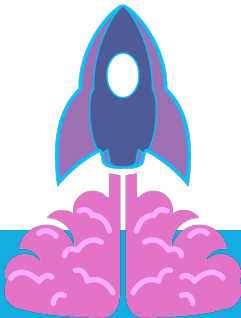
**What responsibility do I have to
make change easier?**



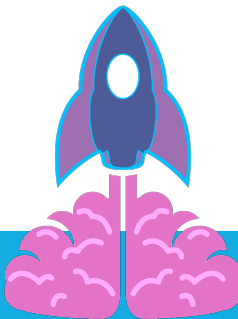
Microshift Moment

How might your messages change if you could only email each person once a day?

Set a realistic limit and try it out.

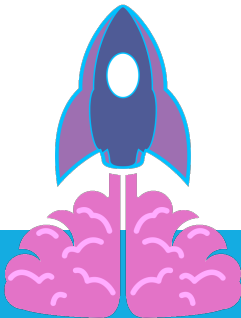


“I’m not biased.”



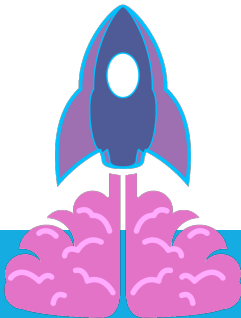


**What is this image about?
(3 words or less)**





**What is this image about?
(3 words or less)**



Confirmation Bias
episode 102

CONFIRMED



**If it's not about
me...**



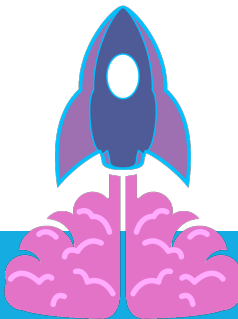
**No wait, it's all
about me**



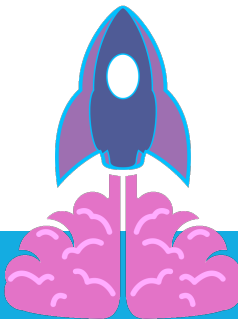
**Fundamental
Attribution Error
episode 102**

How can we be on the same team?

- How do they define it?
- How do you (or the larger company)?
- Using confirmation bias for good
- If we disagree, neither has to be wrong



**How can
we all
be right?**

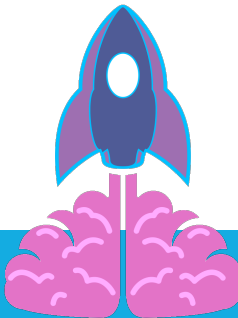




Change Management

(it's not about the cookie)

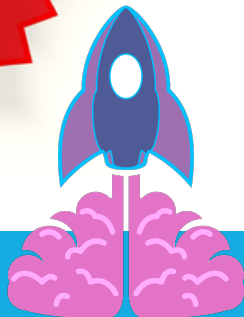
podcast episode 7

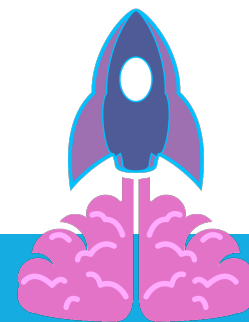














**THE
TRUTH
IS...**

CHANGE MANAGEMENT

(it's not about the cookie)

- The Scent
 - Priming – episode 18
- Reviews and Lines
 - Herding – episode 19 / Social Proof – episode 87
- Free Sample
 - Reciprocity – episode 238
- Perceived Ownership
 - Loss Aversion – episode 9
- Today Only
 - Scarcity – episode 14
- Buy 3 Get 1 FREE
 - Framing – episode 16

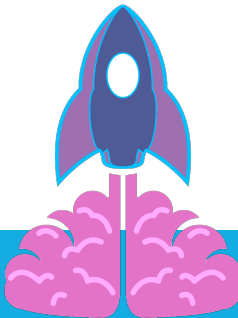


podcast episode 226

podcast episode 16

FRAMING

(Buy 3 Get 1 Free)





PRIMING

(the scent)

podcast episode 18





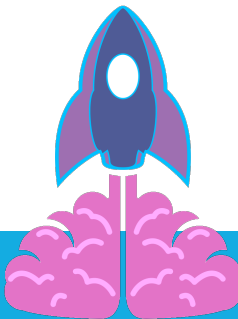
podcast episode 18

Reframe the burnt popcorn

“We need to talk be in my office at 2.”

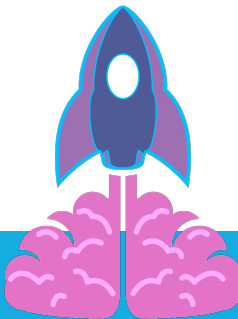
“I’m going to be out tomorrow.

Can you meet at 2:00 today to touch base?”



Is this the right time?

- Are they ready to hear this now?
- Am I ready to listen?
- Consider what has been priming them to this point
 - If it is burnt popcorn, save it for later







3X

per second

image

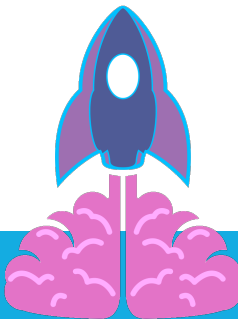


Power of Eye Contact

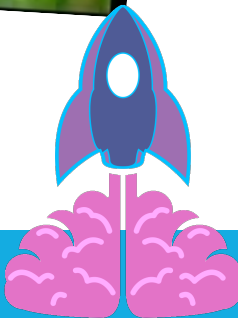
Kahneman, D. (2011). Thinking, fast and slow. Farrar, Straus and Giroux. New York, NY.

@thebrainybiz

The Brainy Business: Episode 24



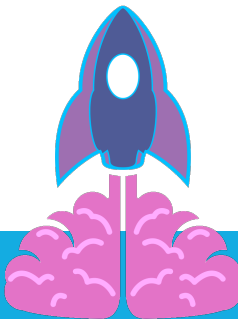
Micro-Shift Moment



RECIPROCITY



podcast episode 238



LOSS AVERSION

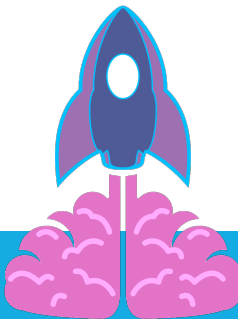
(perceived ownership)





Herding: episode 19
Social Proof: ep 87

3 Mistakes Managers Make **(and how to fix them)**

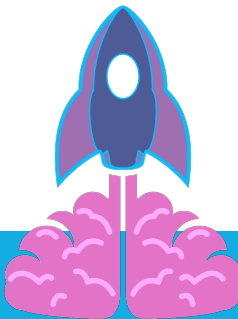




3 Mistakes Managers Make

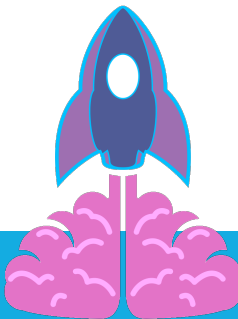
Mistake 1: Nudging the herd in the wrong direction.

How To Fix It: Know what you want people to do long-term and emphasize the right herd.

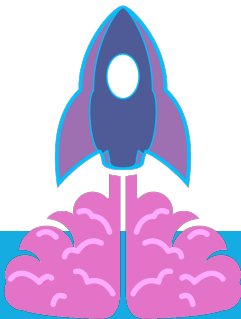


3 Mistakes Managers Make

Mistake 2: Telling people not to do, think or feel something.



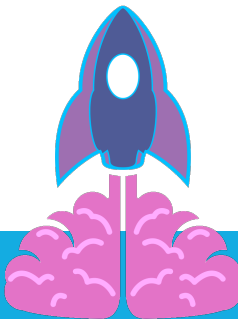
Do not think about white bears.



3 Mistakes Managers Make

Mistake 2: Telling people not to do, think or feel something.

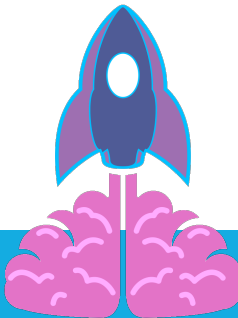
How To Fix It: Shift the loss aversion and focus on the future. Instead of worrying about what you care about, focus on them.



3 Mistakes Managers Make

Mistake 3: Hedging for your herd reputation instead of the project at hand.

How To Fix It: Don't think about yourself.



CHANGE MANAGEMENT

(it's not about the cookie)

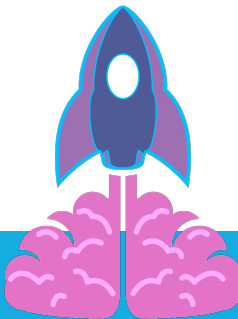
- The Scent
 - Priming – episode 18
- Reviews and Lines
 - Herding – episode 19 / Social Proof – episode 87
- Free Sample
 - Reciprocity – episode 238
- Perceived Ownership
 - Loss Aversion – episode 9
- Today Only **(BEWARE!)**
 - Scarcity – episode 14
- Buy 3 Get 1 FREE
 - Framing – episode 16



podcast episode 226

Questions to help apply it

- What do I want them to do?
- What influence do they have?
- Where can they feel control & stability?
- How can we be on the same larger team?
- How can I shift their loss aversion?
- How can I reframe the message? (What if change were easy?)
- Are they ready to hear this now? Am I ready to listen?
- What responsibility do I have to make change easier?

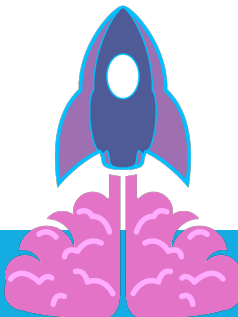


Remember this

Everything matters, but you can't do everything at once.

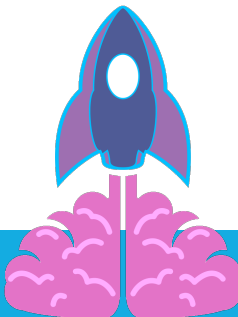
Start small – those snowflakes will add up!

Focus on reducing the cognitive load by being more thoughtful in the communication you send.

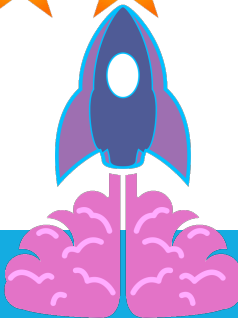


When motivation wanes...

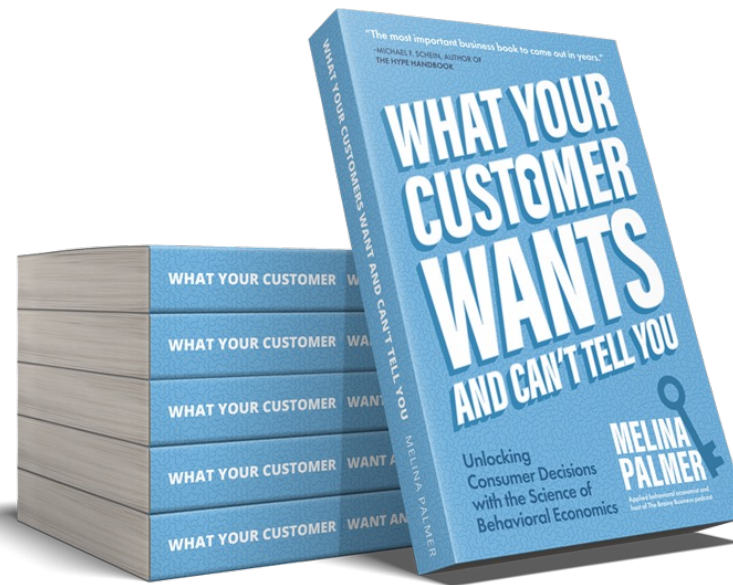
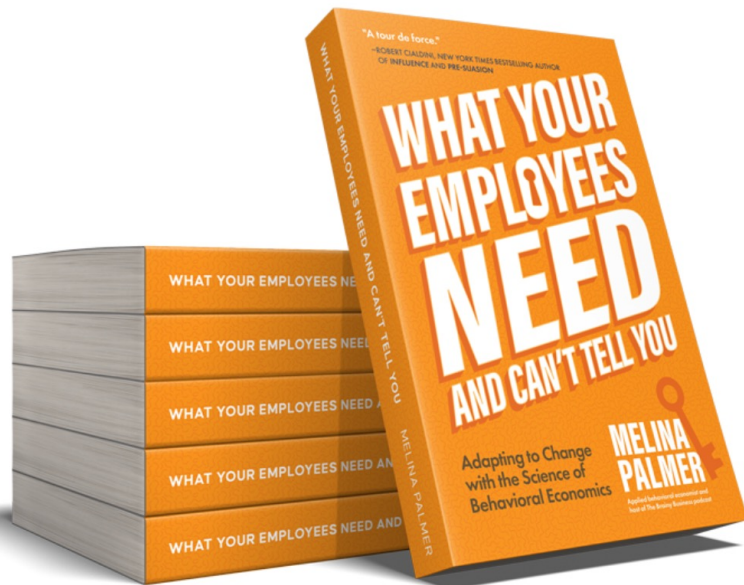
What could your team do with
17 extra hours *each*
per week?



Melina Palmer



Read the first chapter free!



Melina Palmer & The Brainy Business



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/thebrainybusiness