

BEHAVIOR CHANGE WORKSHOP

Apply a simple framework to overcome business challenges with behavioral science

THE PROBLEM:

Behavior change is a fundamental problem for most businesses. Customers and employees rarely behave a) as we hope they will, b) as they say they will, or even c) as they themselves really want to. With the rise of behavioral economics, and behavioral science more generally, there is now a well-developed set of principles on which effective behavior change programs can be developed.

BEHAVIORAL CHALLENGES:

Many business challenges can be overcome through careful application of behavioral science. Projects we have worked on include the following:

- Increase need recognition for new products
- Reduce errors in product usage
- Increase frequency of product usage
- Increase choice share of healthful products
- Increase trust in new technologies & process
- Develop technologies to effectively guide new or more healthful behavior
- Reduce barriers to technology adoption

THE SOLUTION:

Behavior change requires a structured approach that can be neatly grouped into three broad strategies. Most organizations will need to apply all three types of strategies to achieve broad, lasting change and sustained business results:



THE BEELINE: CREATE IMMEDIATE APPEAL

Make the new behavior so fun and appealing that they will make a beeline for it. This is hard to do, but most new behaviors can be made at least a little more appealing. We will show you how.



THE BARGE: USE MOMENTUM

Get them on the barge, so they will get there even if they don't have much initiative. This strategy is the key, and it is often the most overlooked. It involves changing the individual's physical and social surroundings, and changing the way they plan time. There are hundreds of subtle ways in which companies can do this. We will show you how.



THE RAINBOW: CREATE ASPIRATION

Make it important so they dream of the end of the rainbow. Everybody has behavior change objectives. This strategy involves creating and leveraging moments of inspiration, and making violations less appealing. We will show you how.

THE WORKSHOP:

This workshop introduces ideas and examples in a fast-paced and entertaining way. This allows for most of the workshop time to be dedicated to active, guided ideation and to consolidation that produces *concrete ideas that you can use and test*. The workshop is ideal for interdisciplinary teams, and it works well with small or large groups. Short half-day workshops are available, as are customized multi-day workshops with additional organization-specific content, ideation and consolidation.

THE EXPERT:



JASON RIIS, PH.D.

Dr. Riis has published and consulted widely on problems related to behavior change, belief change, and thinking processes. He has collaborated with leading academics in the fields of psychology, economics, marketing, and health policy. He has been a full time faculty member for 10 years at Harvard Business School, and at The Wharton School (University of Pennsylvania.) His consulting work has helped Fortune 500 companies, startups, and non-profits develop and test initiatives inspired by behavioral science. He is passionate about behavior change related to health, wellness, and technology.

OTHER SERVICES:



CONSULTING

We bring concrete behavioral science frameworks to a structured process of problem identification, problem solving (with recommendations), and tactical implementation (through research, training, marketing, communications, or operations).



RESEARCH

Our research services help clients understand their behavioral challenges, test concrete solutions to predict success, and then measure the success of implemented programs.



TRAINING

We offer expert, engaging training in behavioral science, marketing, managerial decision making, and research methods. All of our training is motivated by a belief that people learn by doing. Our methods are inherently interactive.

PARTNERSHIPS:



IMPLEMENTATION

We work with an exceptional set of implementation partners who can help you develop your ideas during a behavioral science workshop, and help you see them through to execution.