

The Truth About Decisions

Financial institutions are built for Spock, but consumers often make decisions like Homer.



- Accumulates information
- Accounts for probabilities
- Accurately weights costs & benefits (across domains and timeframes)
- Maximizes own utility
- Has stable preferences



- Don't save enough money
- Take on too much debt
- Expects immediate gratification
- Doesn't plan for retirement
- Doesn't weigh options

What do you do about the disconnect? Learn the truth about decisions.

Workshops

- Behavioral Economics Boot Camp
- Psychology of Pricing
- Employee Incentives
- Dishonesty in the Workplace

Our workshops break down decision-making processes used by consumers so your team can better understand how decisions are being made and proven tactics to influence them. Strategically, the lessons learned can challenge assumptions, improve performance, and generate new ideas. And ultimately reconnect by understanding.



■ **Expect:**

- Hands on, interactive exercises
- Real life examples
- Tools, techniques and tips
- Enlightening and engaging experience



■ **Take-away:**

- Understanding of how behavioral economics can be used in your organization to drive positive change
- Practical knowledge on how to improve consumer engagement
- Innovative techniques to generate measurable impact
- Energize teams with fresh, different and creative thinking

Ready to understand?

This stuff is fascinating, and it works. This appeals to key decision makers who are ready to do things differently. Invite us to your place.