

## What is Behavioral Economics?

Unlike traditional economics, which assumes decisions are made sensibly and logically, behavioral economics shows how people make decisions in real life when faced with choices.

We are a behavioral insight consultancy. We smartly leverage behavioral economics (BE) to reshape how credit unions go to market so that everyone is understood.

## Our Solutions

### ■ Workshops

Our interactive workshops introduce you to behavioral economics basics, the psychology of pricing or employee incentives.

### ■ Replications

Partnering with Dan Ariely and his Common Cents Lab, we bring their tested solutions to your CU. Current projects: increasing deposits; member engagement; early debt repayment; weekly budgeting.

### ■ Consulting

We break down decision-making processes used by your employees and members by applying behavioral economics so that you can better understand and guide the decisions being made at your organization.

## Ready to be understood?

This stuff is fascinating, right? And it works. You know your organization needs new, fresh, ideas to connect with your members and employees and we're here to help. Tell us how you want to be understood.

[www.understoodproductions.com](http://www.understoodproductions.com) • 209.803.8787

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