



Behavioural Insights Awareness Workshop

Are you trying to solve the right problem?

Behavioural Insights (BI) or 'Nudge' is a way of using what we understand about how people really behave, to encourage them to behave in the way that we need them to. Behavioural economists have now proven that people behave predictably illogically and, if we take this into account, by changing something small within the way we operate the benefits can be substantial.

Why Take a Behavioural Insights Approach?

The idea of nudging is based on research that shows it is possible to steer people towards better decisions by presenting choices in different ways. It takes account of the systematic errors that interrupt best intentions by influencing the sub-conscious mind back towards the 'right' choice.

Work across the public sector demonstrates very clearly that citizens can, for example, be nudged towards timely tax payments and donation scheme enrolment. Work that our colleagues have undertaken in the housing sector has shown that taking a BI approach to rent arrears can lead to:

- ▶ Increased, faster rent payments.
- ▶ More successful rent payment agreements.

These changes can reduce costs and improve your performance.

Introductory workshops

This one-day introductory workshop has been designed to help businesses understand how the application of Behavioural Insights could improve business performance. We will introduce the concept, explore the background science and proven application. This includes evidence-based decision-making:

- ▶ Data analysis (who is causing the problem and what is it costs?).
- ▶ Qualitative insight collection and analysis (why are they causing the problem?).
- ▶ Change theory (how can we use this to understand why people change what they do?).
- ▶ Nudge theory (new intervention design using radical incrementalism principles).
- ▶ Rigorous analysis of results.

The programme can be tailored for in-house delivery with an emphasis on using your own data. We will work with your staff to start to address some of your key business issues; for example internal challenges – such as improving productivity without increasing cost overheads, reducing sickness levels, and external challenges such as customer engagement, ability to meet or reduce service demand, income collection, etc.

- ▶ Small (economical) changes in context can bring about big changes in behaviour – improving performance and reducing costs.

To Find Out More

To find out more please contact us on our website at www.tealconsulting.co.uk or email us at info@tealconsulting.co.uk.

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