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Using the Power of Behavioral Science
Driving High Performance in a Scientific Approach

Jay Connolly
Global Chief Talent Officer

Quick test

Bat & Ball

Cost: $1.10

Thinking, fast and slow

System 1	System 2
Automatic	Reflective
Uncontrolled	Controlled
Effortless	Effortful
Associative	Deductive
Fast	Slow
Unconscious	Self-aware
	Rule following
	Skilled

Source: Kahneman, D. (2011) Thinking, fast and slow. London: Penguin.

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What is nudge?

"A *nudge* is any aspect of the **choice architecture that alters people's behavior in a predictable way** without forbidding any options, or significantly changing their economic incentives."
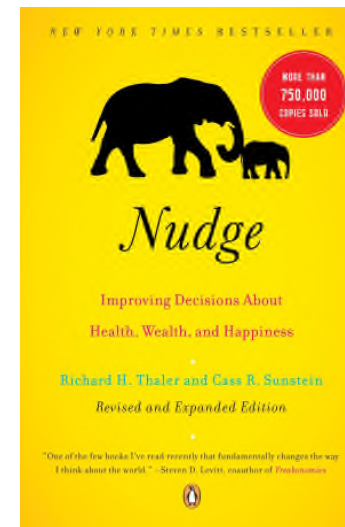
Source: Thaler, R., & Sunstein, C. (2009) Nudge: Improving Decisions About Health, Wealth and Happiness. London: Penguin.

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Nudge for better performance

PAUSE

REFLECT

Neuroscience

Focus On Environment

Purpose

Expectations
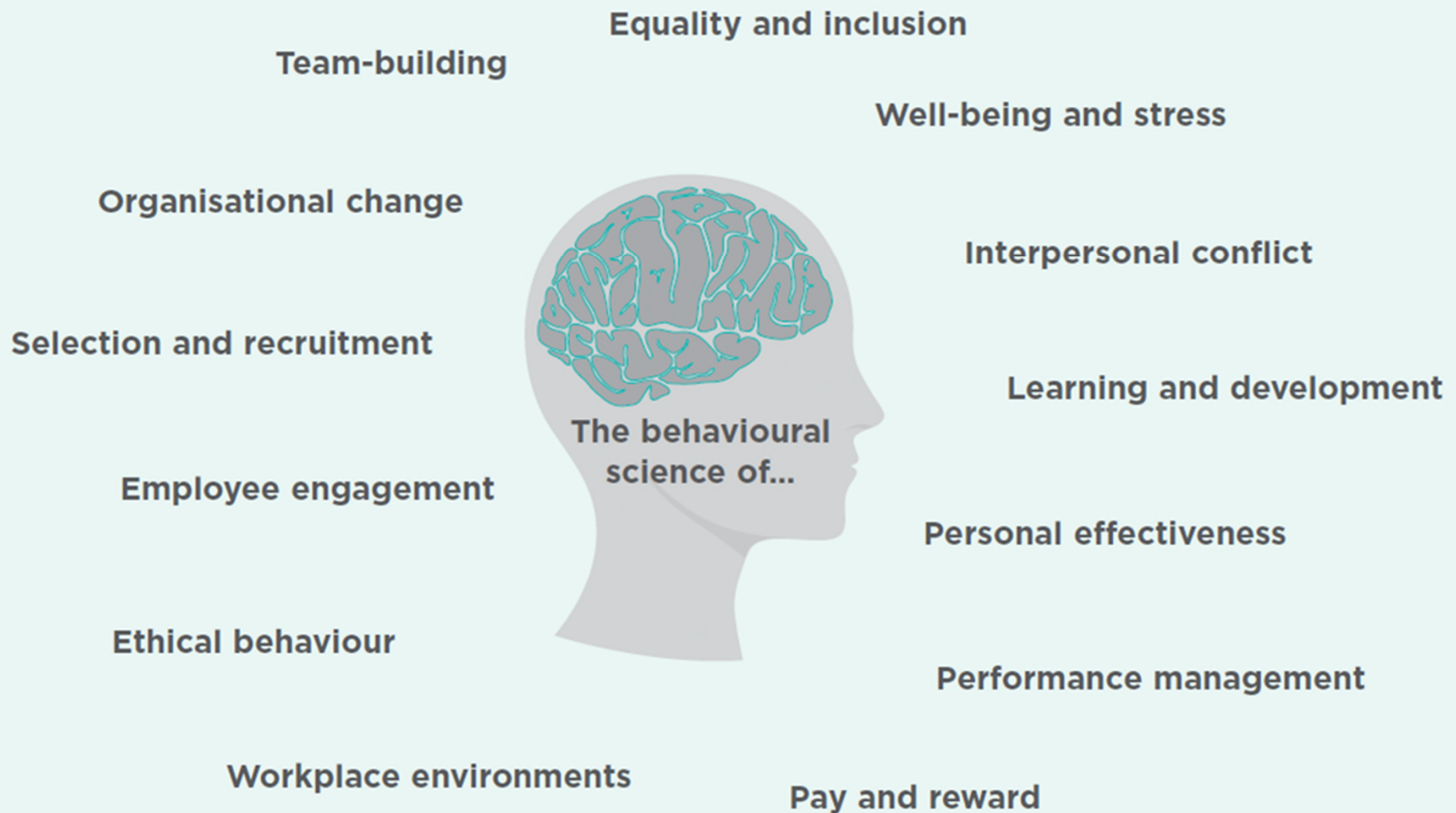
Attention

Development

Recognition

Options

Purpose

Equality and inclusion

Team-building

Well-being and stress

Organisational change

Interpersonal conflict

Selection and recruitment

Learning and development

The behavioural
science of...

Employee engagement

Personal effectiveness

Ethical behaviour

Performance management

Workplace environments

Pay and reward

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