

A photograph of a turtle walking across a gravel path. The turtle is in the middle ground, facing right. The background features a range of mountains under a cloudy sky. The foreground is a close-up of the gravel, which is out of focus.

Behavioural Science Gone Wild

Why adding some BS to your business makes sense

Introductions



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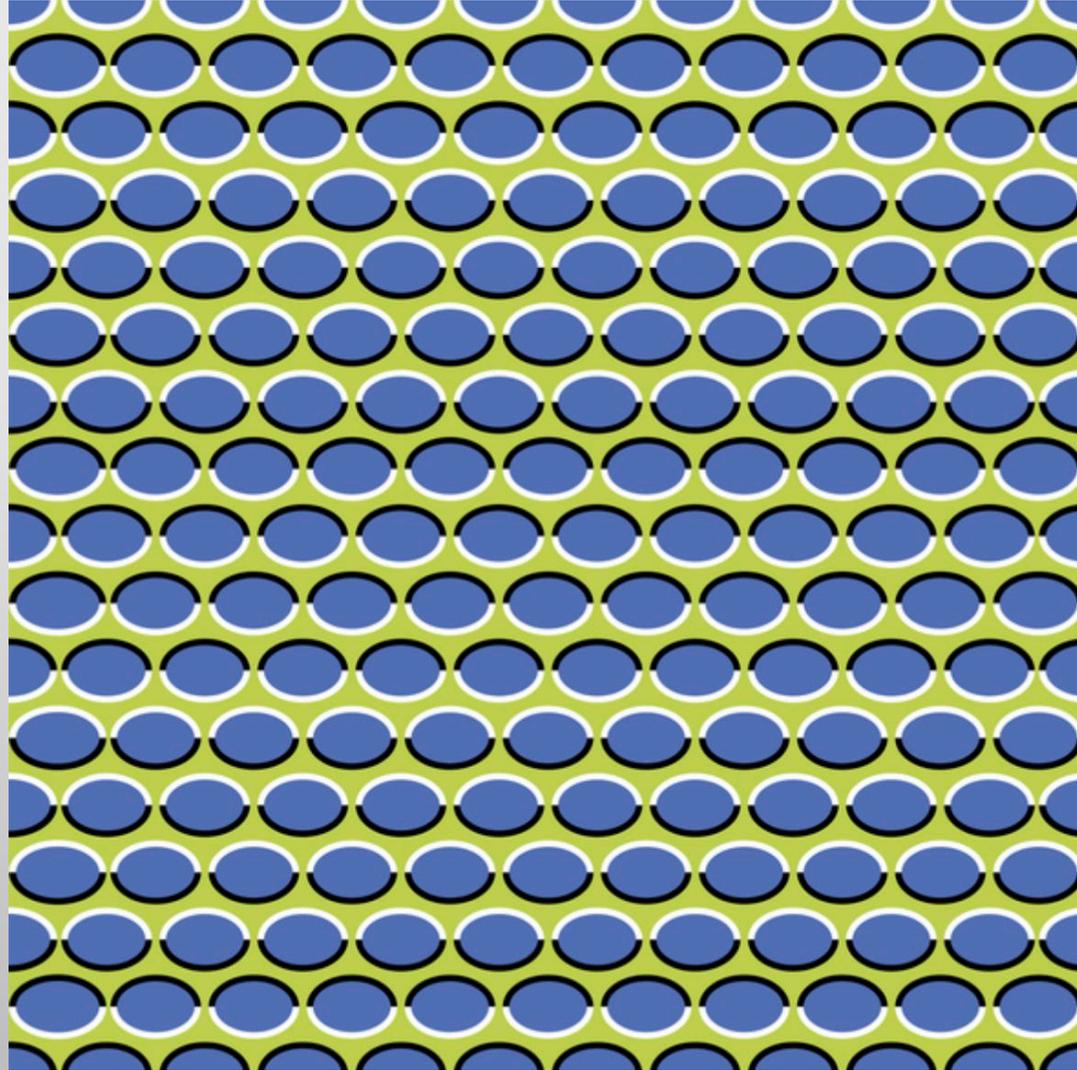
aloadofbs.substack.com



Agenda

- What is behavioural science?
- Why context is everything
- A simple problem solving framework
- BS in insurance and financial services
- How can you take advantage?

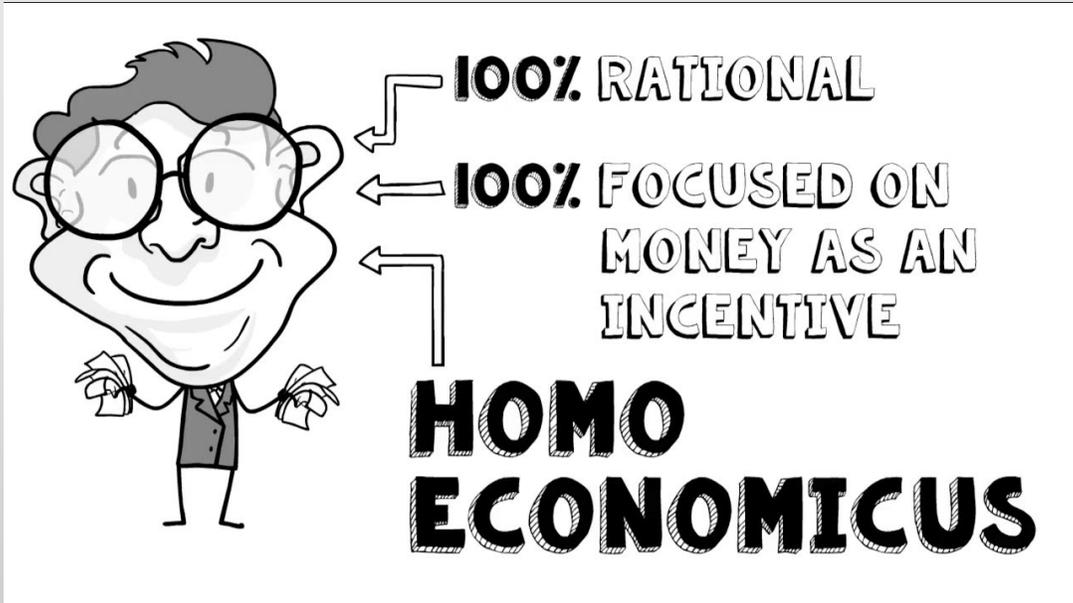
Things aren't always as they seem



What is behavioural science?



Conventional economic theory forgets psychology



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Context is everything

‘There is no sensible distinction to be made in a restaurant between the value created by the man who cooks the food and the value created by the man who sweeps the floor’ *Ludwig von Mises*

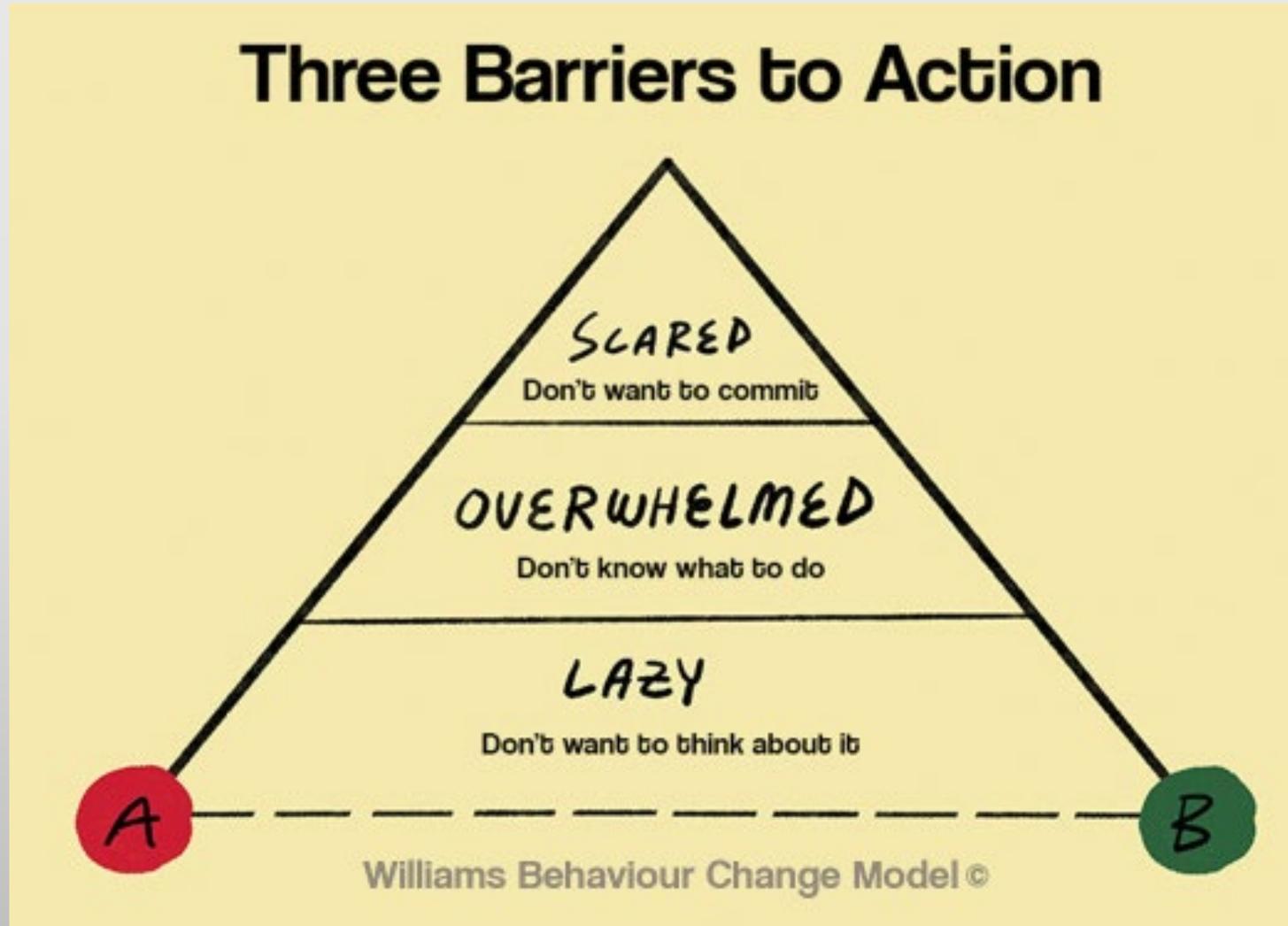
In business, we often forget the psychological approach



Trust in financial services is everything



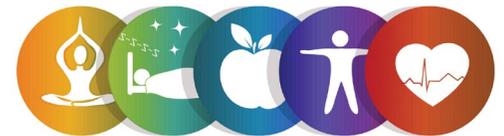
A simple problem solving framework



Who makes great use of BS in insurance?



BS can create superior customer experiences



Setting up for success



Don't go 'nudge shopping'



Key takeaways





If you'd like to know more, please say hello

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