

THREE WHAT'S



Nudge Theory

What

A nudge is a small prompt which influences behaviour. Many, perhaps most, of our decisions are irrational and instinctive. Indirect suggestions about what might be quick and easy are more often successful than what is felt to be logical but hard. By deliberately altering the environment in which a decision is made you can predict the likely outcome.



So What?

Leaders and influencers who can direct decisions without appearing to do so, accrue longer term benefits for themselves and their team. The feeling of being in control is important in decisions. A nudge ought to be simple and understood with the choice felt to be in the hands of the decision-maker. When text messages were sent to patients who had missed doctors' appointments included the cost, attendance improved by 4%

Now What?

Find out about Nudge theory and how you can use it in your professional role. Several different techniques exist for nudging, including those with examples below –

Social proof

Peer pressure – suggesting that others like you made a particular choice
Seeming scarcity – queues outside bars and restaurants make them seem exclusive. Surveys and data – pointing out the % of others who are similar to you shifts your choice

Default

Core and Options – would you prefer the basic or the premium service?
Opt-in or opt-out – people are less likely to opt out than opt in
Choice – asking 'which of these do you prefer' directs you away from others

Salience

Placement – positioning a healthy option by the check-out increases sales
Upselling – the barista who asks, 'can I offer you today's pastry with that?' is more likely to make the sale

Personalisation

Favoured media – automated prompts 'how would you prefer us to contact you?' create an affiliation

Nudge works and it can work for good. In 'opt-out' countries over 90% of people donate their organs; in 'opt-in' countries fewer than 15% do. Why not read our Playbook 'and make it work for you?