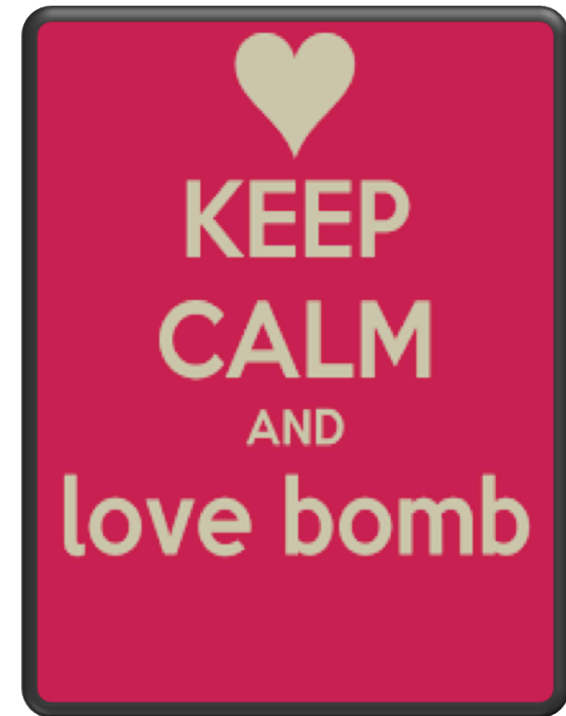


# Nudge Nudge, Think Think - Use Behavioural Science Not Your Gut To Get Things Done



# Staff

- Inertia - loss is twice as bad as gain
- Change - when counts
- Your greatest weapon  
- the love bomb



# Meetings and Interviews

- Grade candidates then use your gut
- Park your bum in the right place
- Talk tactics with an ally
- The room matters too
- Feel wind in your hair





# Yourself

- The nudger matters
- Change is good



## Reading

Thinking Clearly - *Rolf Dobelli*

Nudge: Improving Decisions About Health, Wealth  
and Happiness - *Richard Thaler*

Thinking Fast and Slow - *Daniel Kahneman*