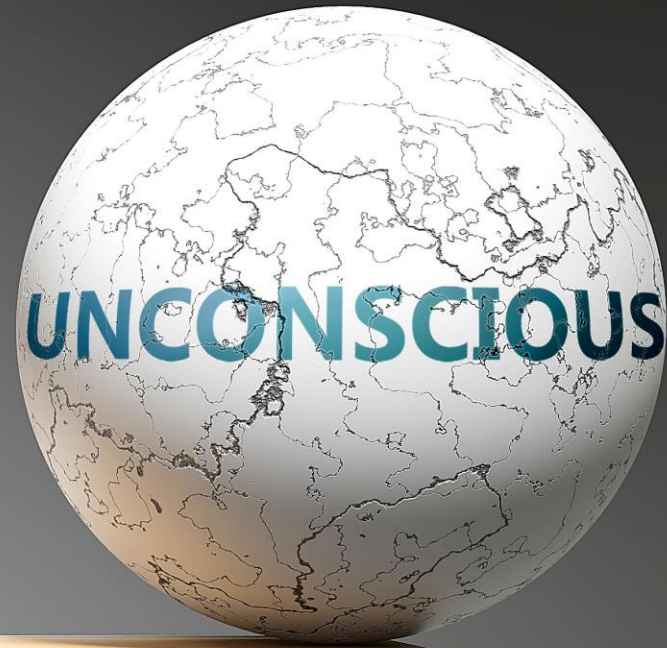
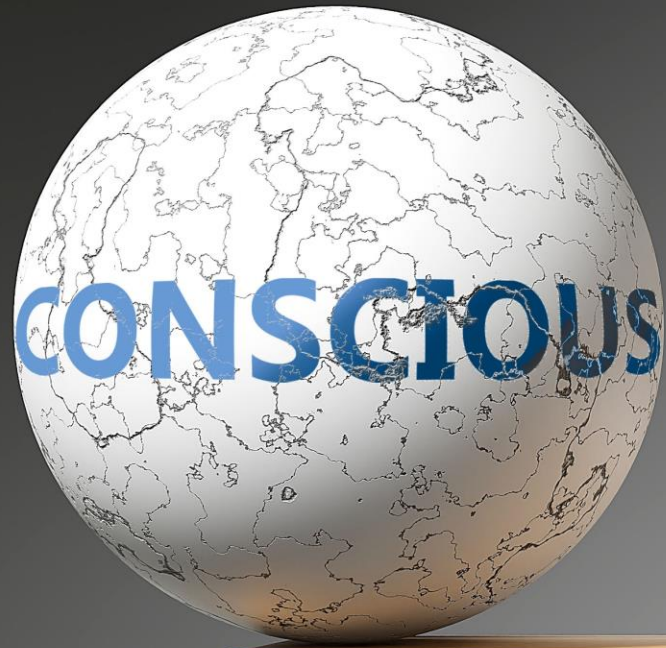


# BREAKING BAD (HABITS)

Delivering effective change in a world that likes to do things the way they've always been done







# Habits



# Status Quo Bias



# Loss aversion

**10% increase in price = 7.8% reduced demand**

**10% decrease in price = 3.3% increased demand**



# Present vs future bias



# Social Norms

“You can show your respect for nature and help save the environment by reusing your towels during your stay.”

“75% of guests who stayed in this room participated in our new resource savings by using their towels more than once. You can join your fellow guests in this program to help save the environment by reusing your towels during your stay.”





# Using our understanding of unconscious processes to promote change

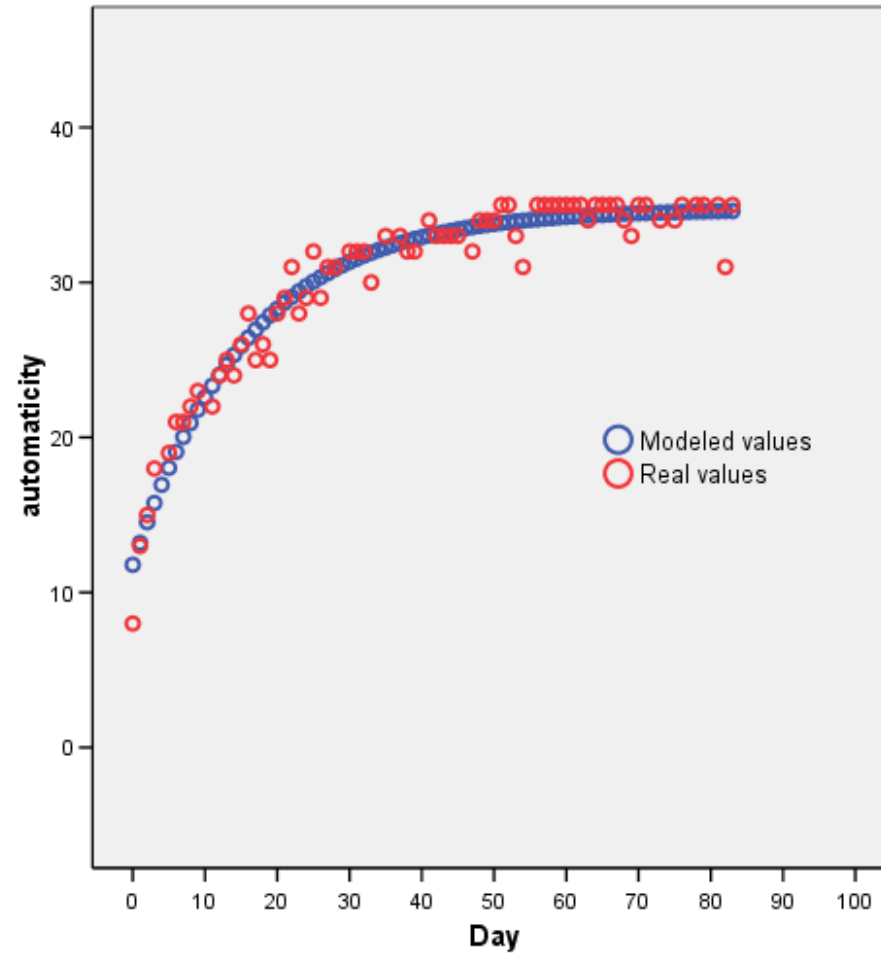


# Breaking habits

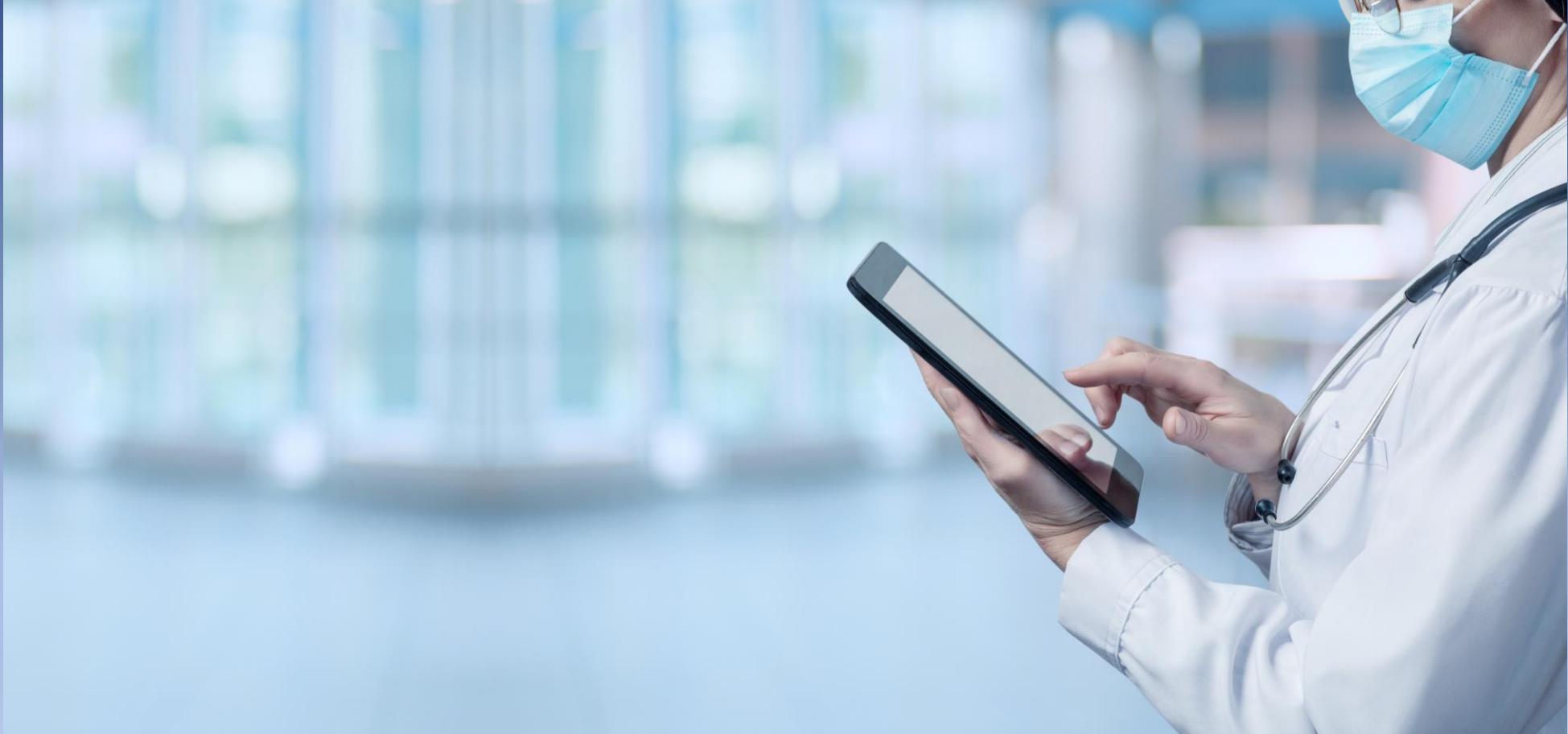


# Making habits

Walking for ten minutes after breakfast



Reduce friction: move it closer



# Defaults

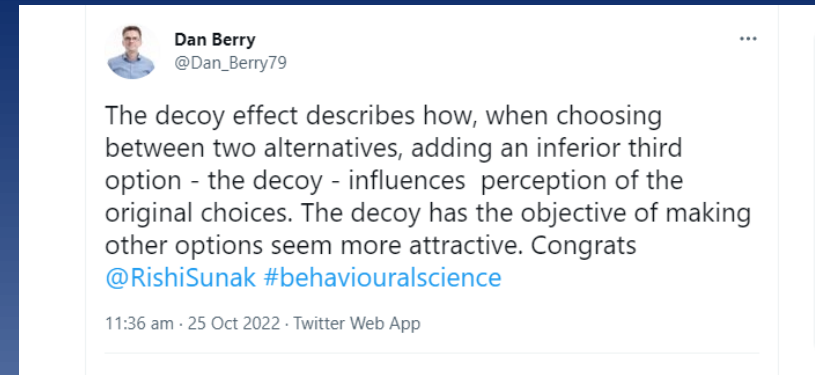


From 20 May 2020  
the law around organ donation  
in England is changing

# Loss and gain frames



# The Decoy Effect



# Commitment devices





# Norm information





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