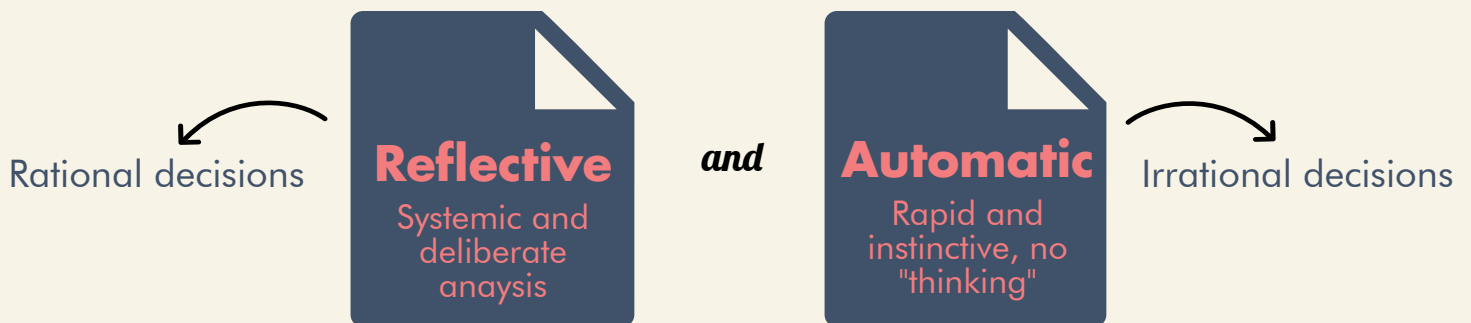


BEHAVIOURAL INSIGHTS & SOCIAL WORK



TWO BRAIN OPERATING SYSTEMS

Traditional economic theory assumes that humans make every decision rationally - we don't.



Cognitive biases (automatic thoughts that affect the way we look at things) operate on the automatic system and influence our behaviour.

EXAMPLES OF APPLICATIONS IN INTERVENTIONS

