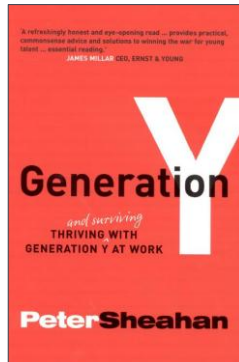
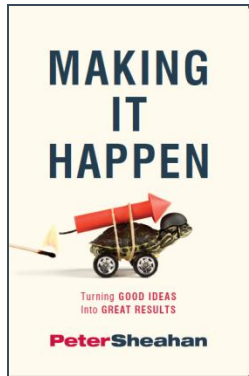


PeterSheahan

Making “it” Happen:

Cutting edge strategies for
getting people to do what you
want them to do



petergsheahan

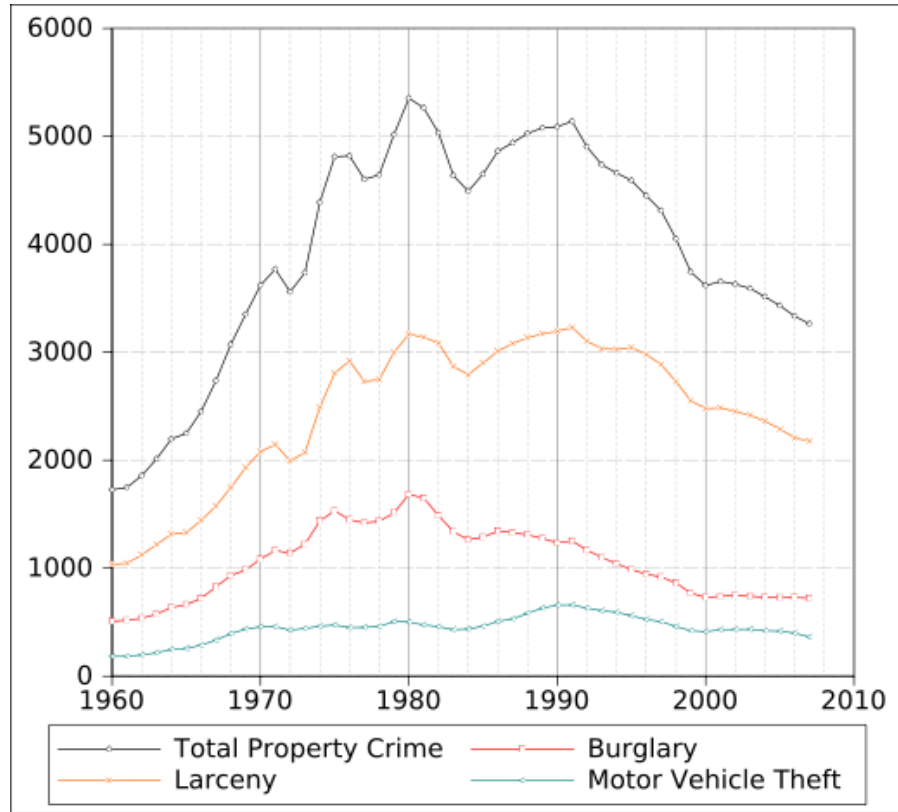


petersheahan



petersheahan

change|labs



Crime in America:

- Violent ↓ 5+%
- Property ↓ 5+%
- Robbery ↓ 8+%

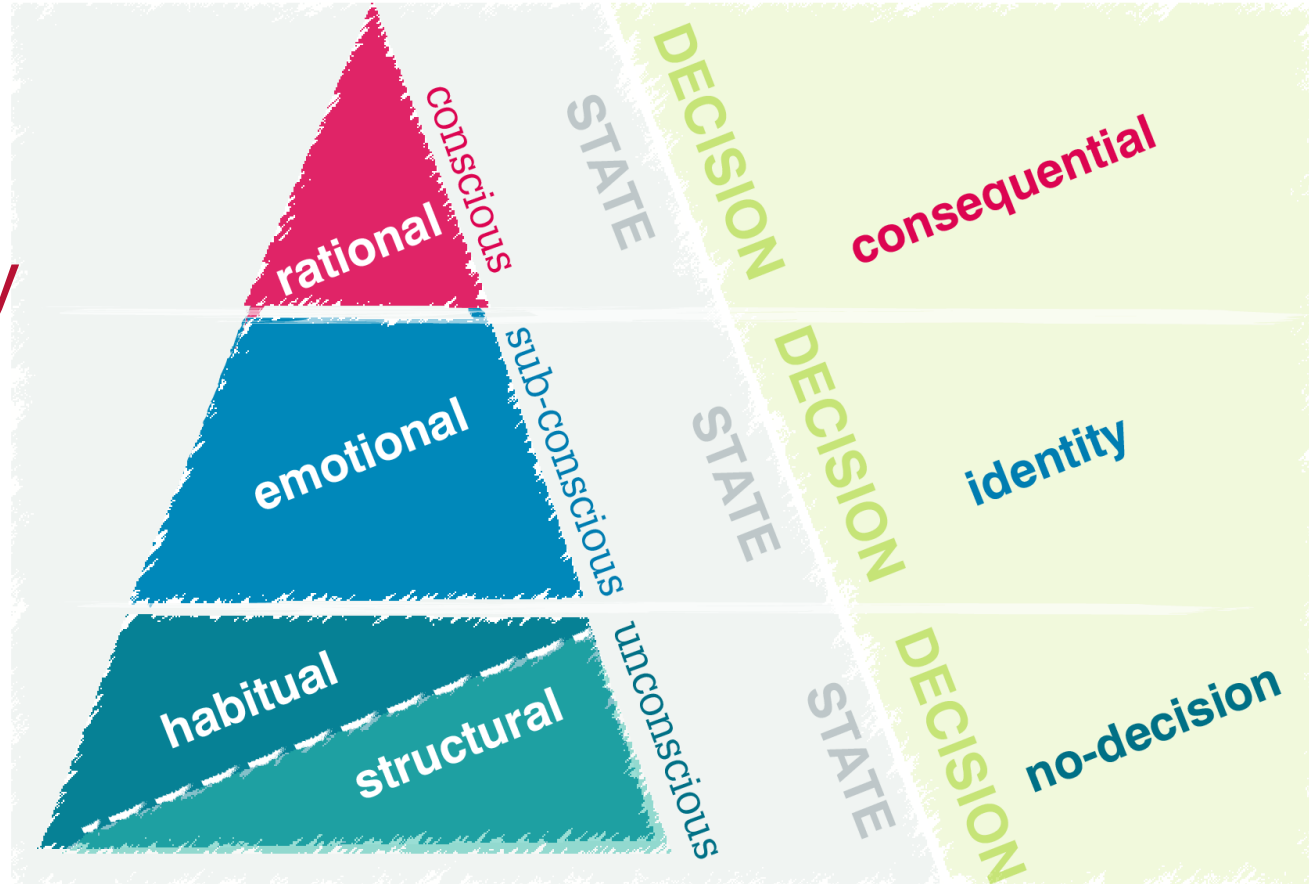
Theories on why crime has dropped...

- 1 Lost faith in police = less reporting
- 2 Shared national pain
- 3 Games = less boredom
- 4 Less births = less boys
- 5 High unemployment = more people at home

Assumptions that test poorly...

- 1 That we are in control of our decisions
- 2 That decisions are mostly rational
- 3 That we are aware of why we make them
- 4 That we actually make decisions

The Anatomy of Human Decision Making





People who are good
with hammers tend
to think everything
is a nail

Would you do something if?

- 1 It made you less happy
- 2 There was an 80+% chance of it creating an “economic burden” for you for life if you did it
- 3 Would lead to long term denial of your human needs
- 4 It had a 50% chance of failing anyway
- 5 You would lose half your assets when it did

Highly effective change initiatives and travel programs impact all 4 layers of human decision making!

1. Consequential

PeterSheahan



...align cause and consequences

change | labs

PeterSheahan



...incentivize wisely
(we teach people how to behave)

change|labs

PeterSheahan



...mitigate risk

change | labs

Consequential strategies...

- 1 Align cause and consequences
- 2 Incentivize wisely (carrots and sticks)
- 3 Mitigate risk (make it easy)

Discuss!

How could you apply the
“consequential strategies” to collegial
travel management?

PeterSheahan



HYUNDAI

...mitigate risks

change | labs



HYUNDAI

- ↑ 25% Yr 1 & 40% Yr 2
- 973,292 units sold
- Unemployment up 2.4%
- Assume 23,360 cars
- Max return value = \$2,625,000
- Net profit for period = \$7.226Bn

PeterSheahan

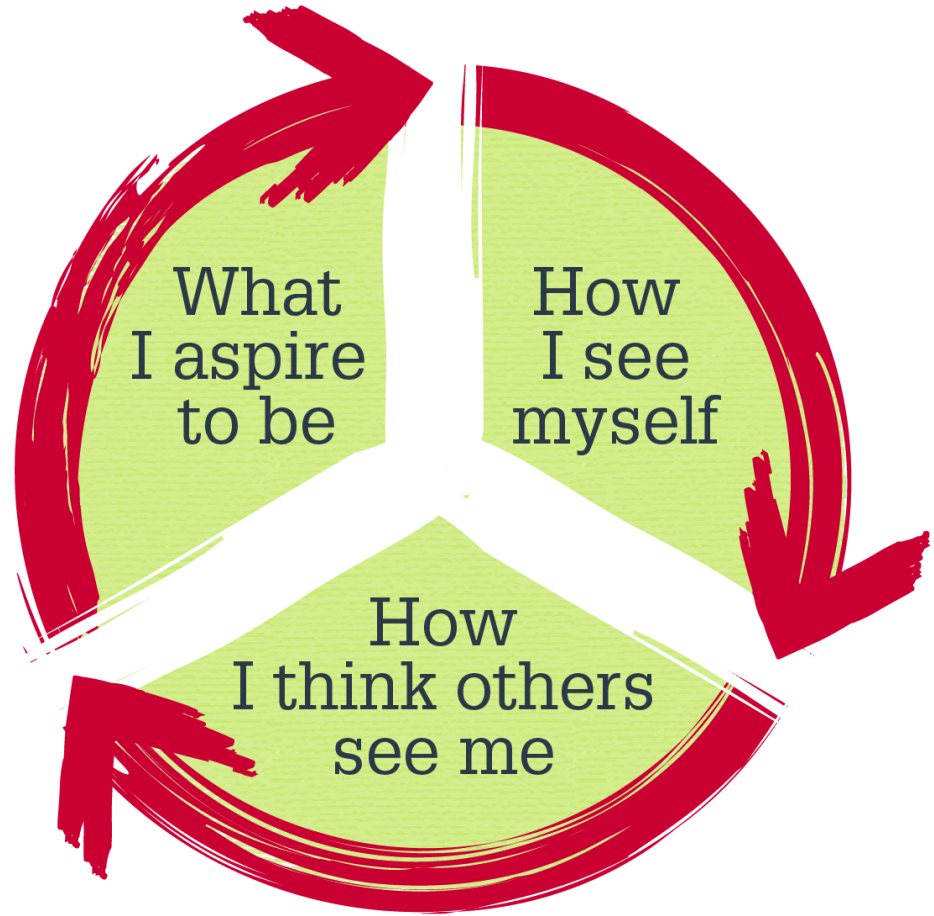


...accountability beats incentives

change | labs

2. Identity

The Construction of Personal Identity





...build on existing “identities”

PeterSheahan



...narratives are the foundation of aspiration

change | labs

PeterSheahan



...narratives are built through symbols

change | labs

PeterSheahan



Allens Arthur Robinson +

...narratives are built through symbols

change | labs

PeterSheahan



...there is no change without social pressure

change|labs



- ↑ \$4.4bn (annually)
- ↓ female attrition 5.7% (\$5m)
- ↑ female job app's 37%
- ↑ female GM's 40%
- ↑ female Geek Squad 400%

Identity strategies...

- 1 Understand the targets identity based aspirations
- 2 Build a compelling narrative for the change
- 3 Build the narrative through symbols
- 4 Apply social pressure

Discuss!



How could you apply the
“identity strategies” to collegial
travel management?

3. No-decision - Habitual

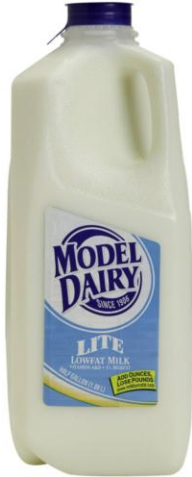
PeterSheahan



Google™

...“sameness” is your enemy

change | labs



...be narrow and directive

PeterSheahan



Health Hero[®]

NETWORK

...build in pattern “interruptions”

change | labs

Habitual strategies...

- 1 Be the exception to the rule (including you)
- 2 Directive and simple behaviors
- 3 Organize interruptions

Discuss!

How could you apply the
“habitual strategies” to collegial
travel management?

4. No-decision - Structural

PeterSheahan



...environment changes behavior

change | labs

PeterSheahan



...make engagement effortless

change | labs

PeterSheahan



Mercedes-Benz

...put new behavior in flow or in the way

change | labs



PeterSheahan



...make choosing easy

change | labs

PeterSheahan



...real-time behavior modification

change | labs

Structural strategies...

- 1 Be intentional with design (physical and flow)
- 2 Build in real-time feedback loops
- 3 Put “new” behavior in flow
- 4 Put new behavior “in the way”

Discuss!

How could you apply the
“structural strategies” to collegial
travel management?

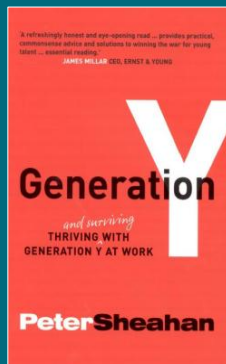
What ONE strategy are you committed to acting upon from this session?

www.petersheahan.com/sub-mih-us

PeterSheahan

flipstar@petersheahan.com

Twitter: petergsheahan



change|labs

