

## IRRATIONAL PERSUASION

Traditional economics claims that people are rational and utility-maximising. Turns out this might be, well ... umhhh, wrong. Much of our day-to-day thinking and decision-making is not that rational. The burgeoning field of behavioural economics explains how people actually think and make decisions. In 2002 a behavioural psychologist won the Nobel Prize in Economics and this has the traditional economists miffed. Welcome to Irrational Persuasion.

## WORKSHOP OVERVIEW

- discover the two psychological systems that underlie our decision-making: slow thinking and fast thinking
- why contrast and comparison make the mundane so much more compelling
- how our emotions propel our linear thinking
- what our bias towards risk looks like / how we unequally value losses versus gains
- how does this apply to collective bargaining ?
- using the heuristics of framing, anchoring, visuals, keeping it simple, reciprocity, scarcity, and others