

# BRAIN & BEHAVIOUR

THE BATTLE OF INTENTION & IMPULSE



DR. RHI  
WILLMOT





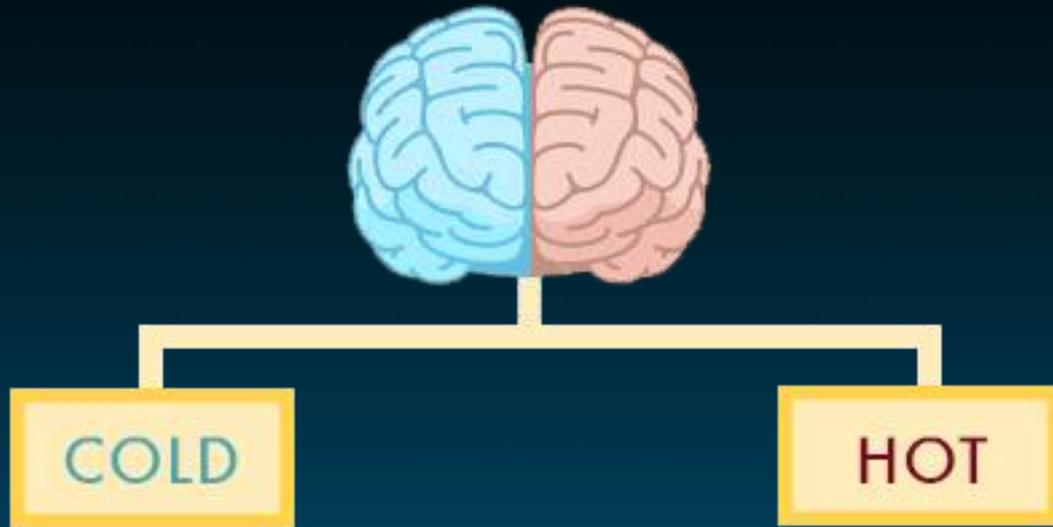






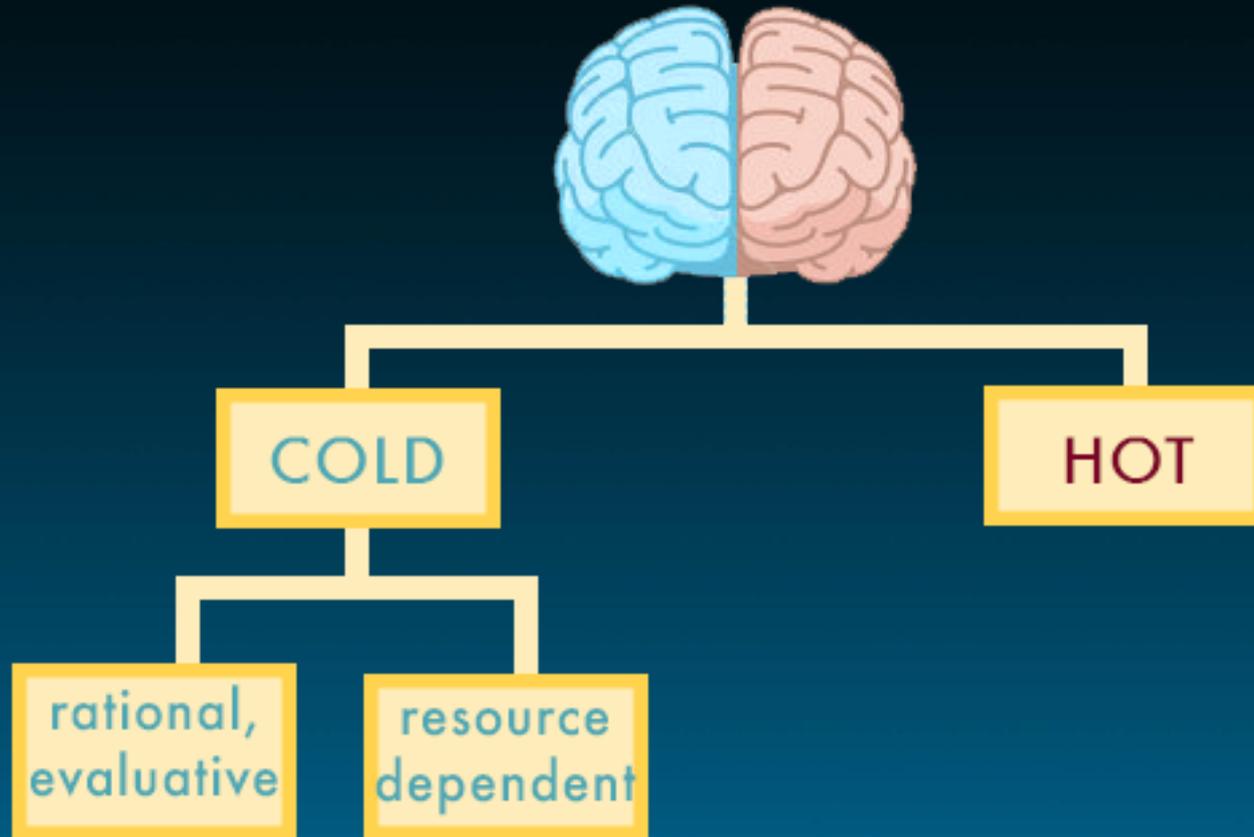


# BEHAVIOURAL CHANGE



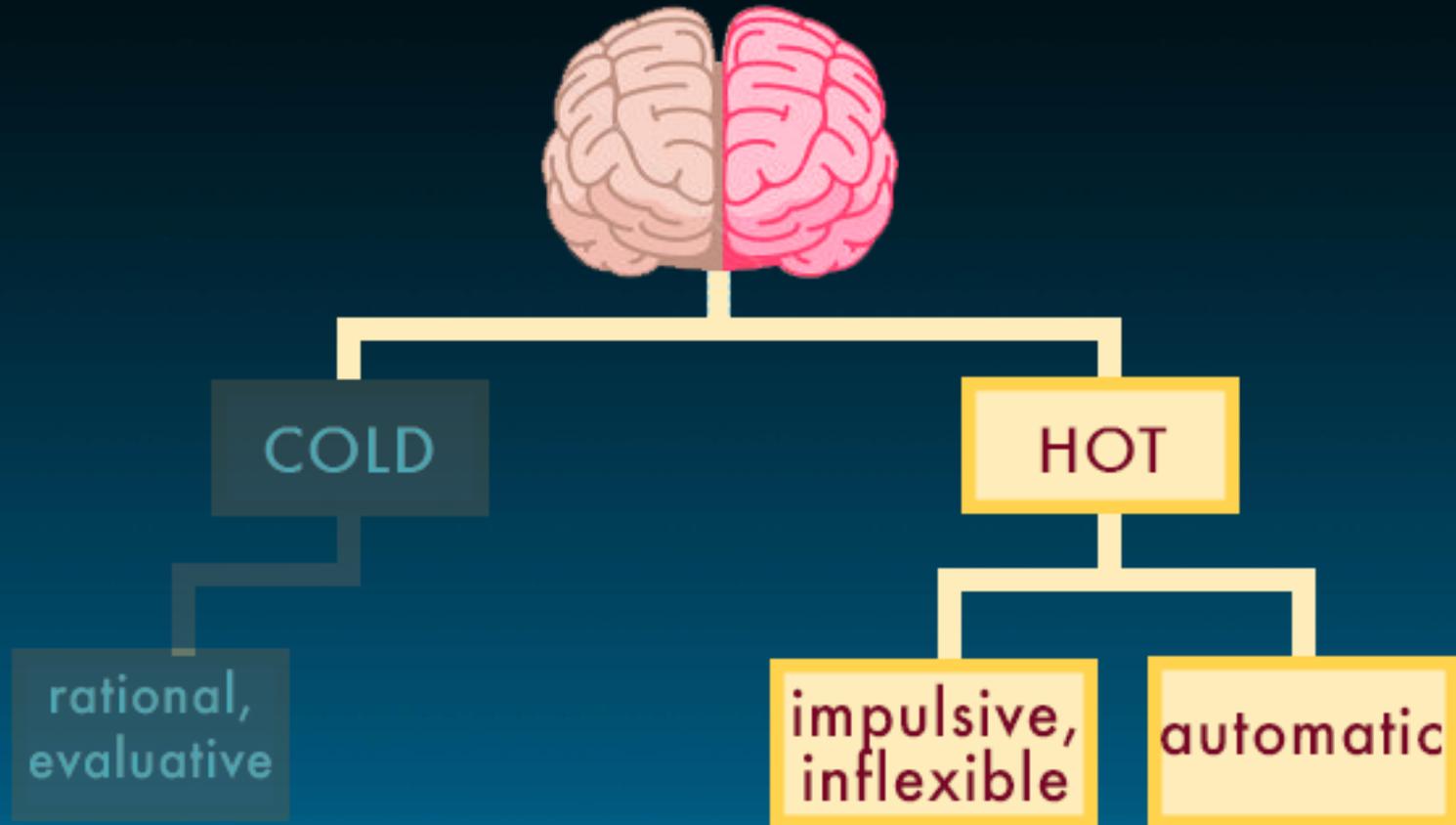


# BEHAVIOURAL CHANGE



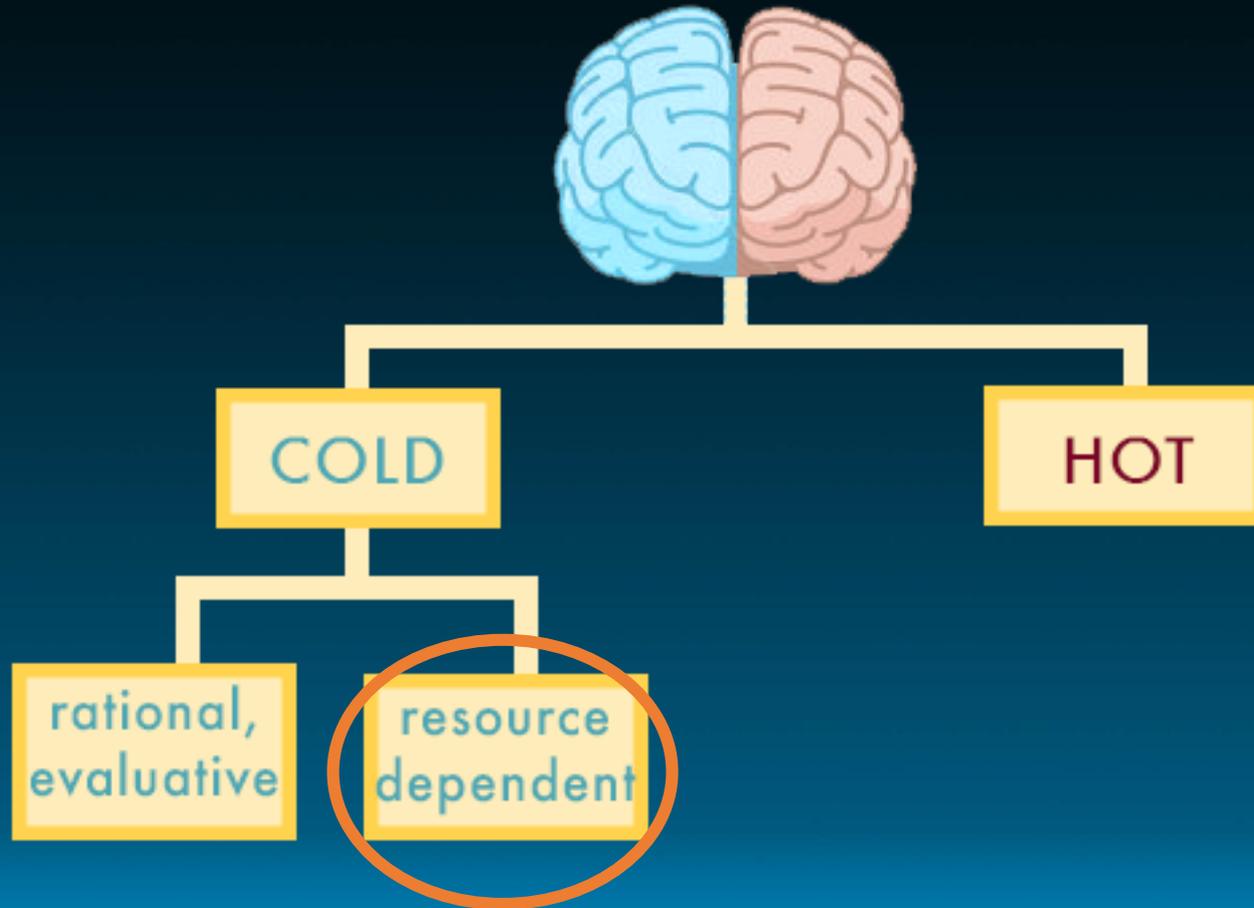


# BEHAVIOURAL CHANGE





# BEHAVIOURAL CHANGE



**In practice...**

**Tester**

**BLUE**

**Tester**

**BLUE**

**RED**

**ORANGE**

**YELLOW**

**GREEN**

**RED**

**ORANGE**

**YELLOW**

**GREEN**

**RED**

**ORANGE**

**YELLOW**

**GREEN**



# BEHAVIOURAL CHANGE



# GREEN

Meaning = hot system

Colour = cold system



# BEHAVIOURAL CHANGE



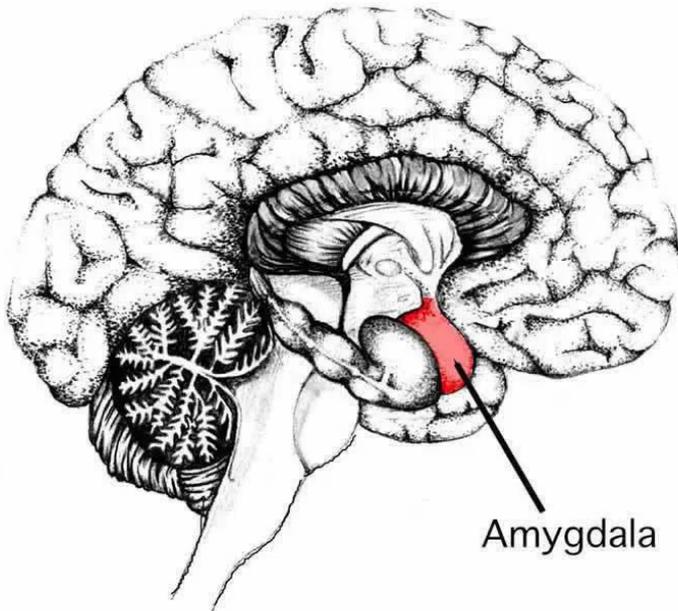
It's all about **effort**

- Motivate people to put effort into using their cold system
- Make it easier for them to make a 'better' decision

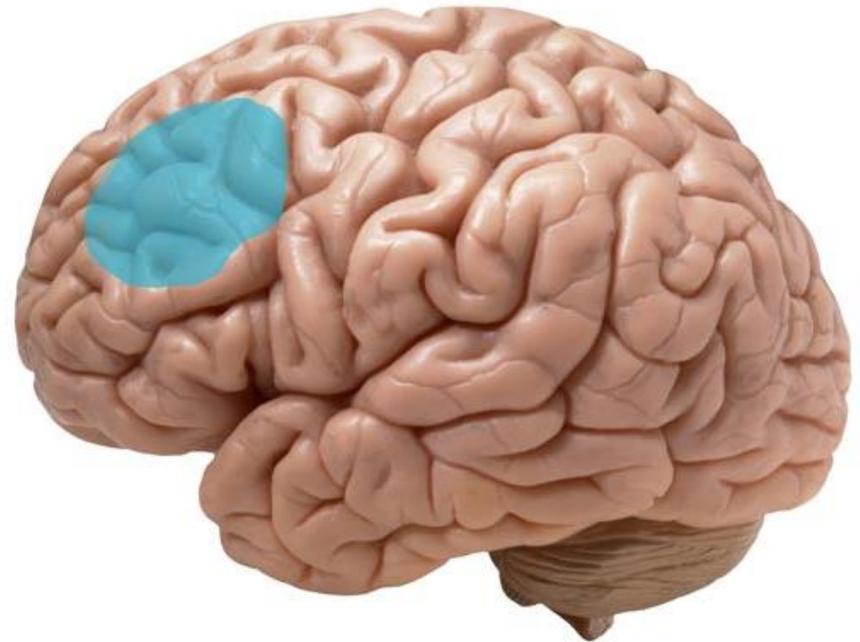
# BEHAVIOURAL CHANGE



Why does this happen – a short history of the evolution of the brain



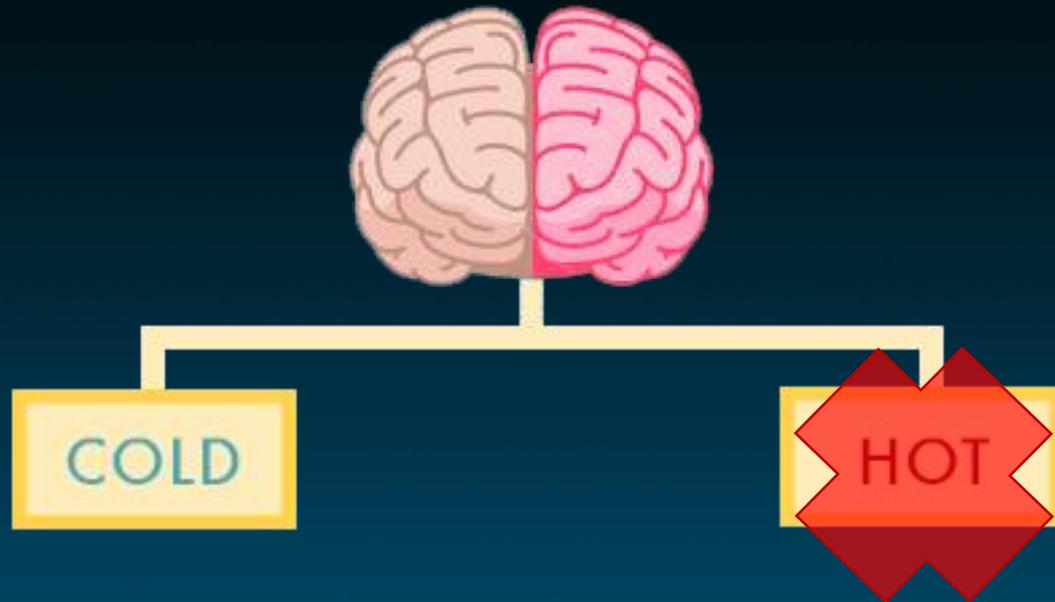
Amygdala



Dorsolateral Prefrontal Cortex



# BEHAVIOURAL CHANGE



Option 1: Block

Option 2: Restructure – choice architecture

**HOW TO  
HARNESS YOUR**

**H O T**

**S Y S T E M**

**& SAVE**

**THE WORLD!**





# BEHAVIOURAL CHANGE





# BEHAVIOURAL CHANGE



Social Norms – psychology of the 'herd'

“Your heritage is being vandalized every day by theft & losses of petrified wood of 14 tons a year, mostly a small piece at a time.”





# BEHAVIOURAL CHANGE





# BEHAVIOURAL CHANGE



Which do you think works better?  
This...

To help conserve water & energy, please do your best to re-use your towel.

37%

Or this?

JUST THOUGHT YOU OUGHT TO KNOW,  
75% of people who stayed in room 34 re-used their towel.

49%



# BEHAVIOURAL CHANGE





# BEHAVIOURAL CHANGE



Salience – it's all about **ATTENTION!**





# BEHAVIOURAL CHANGE

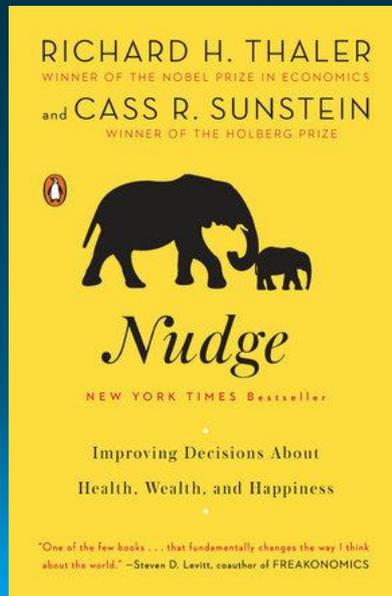
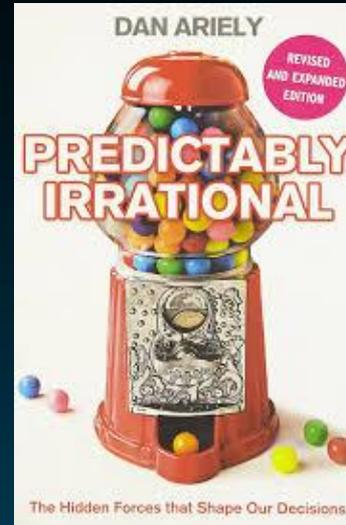


Useful resources:

[MINDSPACE pdf](#)

Predictably Irrational

Nudge



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