

Better Decision Making with Behavioural Economics



Behavioural economics

The growing influence of behavioural economics has changed the way we understand decision making. By combining the insights from neuroscience and business economics, we have developed a more robust approach to strategy and decision making.

We identify the common errors made by adopting a traditional approach, and demonstrate how to improve the quality of your strategic decision making.

- ▶ **Online webinar format**
- ▶ **60 - 90 minute duration**
- ▶ **Pre-reading, workbook and exercises included for your own applications.**

Key topics

- ▶ Key insights from behavioural economics:
 - *How markets really work*
 - *How people make decisions*
- ▶ Common myths in decision making:
 - *How much information is required*
 - *Do experts know best?*
 - *The 'law' of averages*
 - *Uses and misuses of intuition*
- ▶ Improving the quality of your decisions:
 - *The optimal stopping point*
 - *Using AI and algorithms*
 - *Updating probabilities of future events*
 - *Mitigating non-conscious bias.*

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