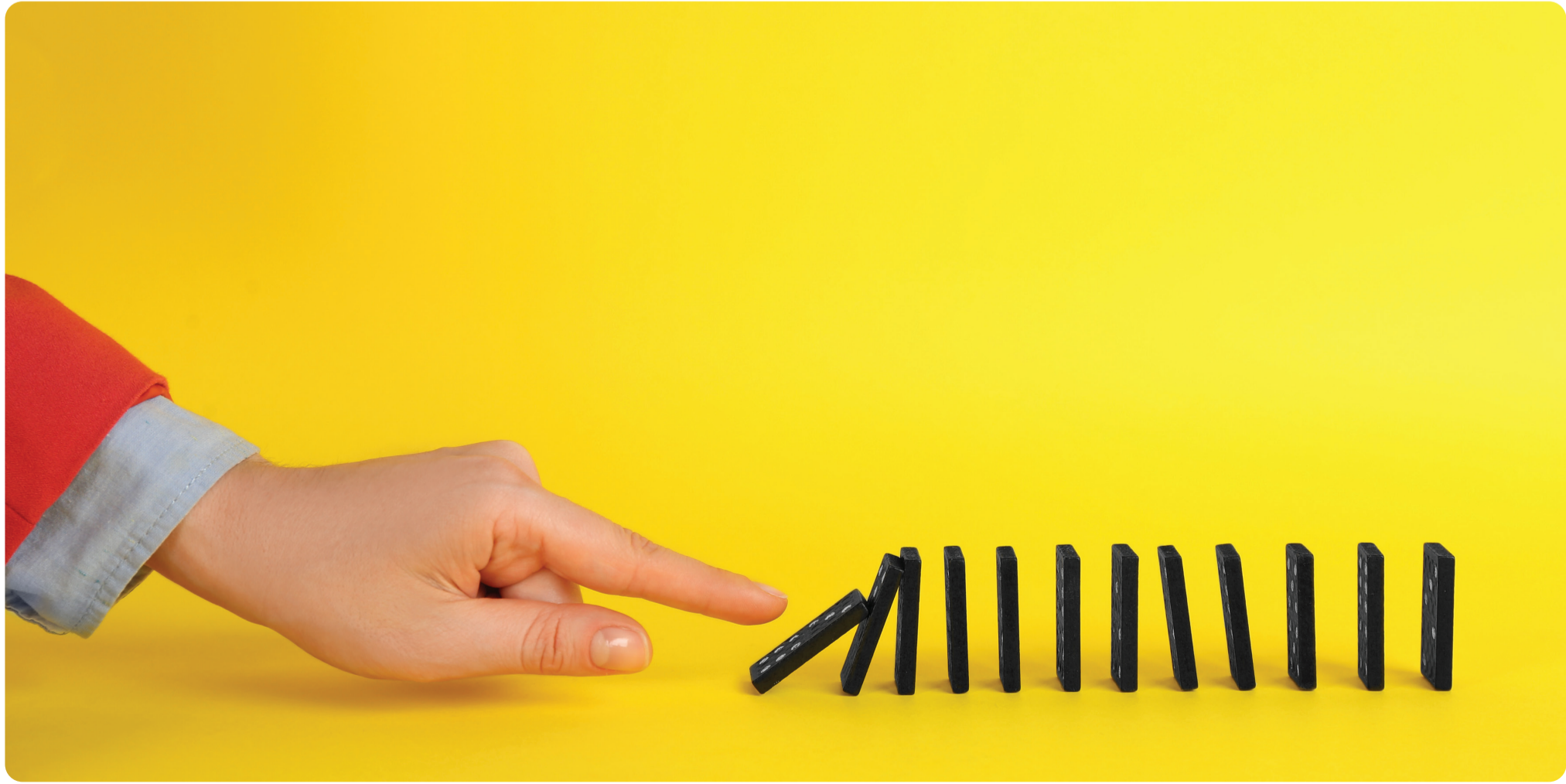


✘✔ DecisionScience



How can decision science help you achieve your **pro-social goals?**

About the =mc consulting decision science team

decision science is a specialist team within =mc consulting (www.mc.consulting). Our expert international team can help you design, develop, and even deliver any project involving changing behaviour in a pro-social way.

We'll work closely with you to identify the issue you want to tackle then systematically explore the most effective way to promote your message or deliver the result you want, using the very latest insights from behavioral economics and neuroscience.










Avoiding 'one size fits all', we have a range of models and frameworks we use to analyse the challenge you want to tackle and to deliver an effective solution.

Among our projects are:

- Improving face to face fundraising for Doctors without Borders in New York
- Transforming food bank collections across the UK with the Trussell Trust
- Working with Edinburgh Zoo to increase individual giving from £20K to £1.3M in two years
- Helping Dogs' Trust improve how the public respond to canine welfare
- Building a range of student engagement programmes with Liverpool University
- Engaging major donors more deeply for Alzheimer's Association in the USA
- Exploring new ways to engage Gen Z in support for UNHCR internationally
- Making core values and behaviours easier to implement at Refugee

To find out more about these projects, and how we might help you, contact [Bernard Ross, Director, =mc consulting bernardross@mc.consulting](mailto:bernardross@mc.consulting)

MINDSPACE is a framework that helps you shape your behavioural intervention, based on some fundamental principles of decision-making.

 <p>Messenger Who communicates information or ideas can significantly affect our attitude or decisions.</p>	 <p>Defaults We like to go with the flow of a pre-set of options, reducing our cognitive load.</p>	 <p>Affect Our emotions — more than rational thought — powerfully affect our actions.</p>
 <p>Incentives We like to think we are avoiding possible losses or gaining emotionally or materially.</p>	 <p>Salience Our attention is drawn to information that's new and seems relevant or is presented in a novel way.</p>	 <p>Commitments We try to be consistent with our beliefs and previous public promises and actions.</p>
 <p>Norms In general we are strongly influenced by what others in our tribe/social group do.</p>	 <p>Priming Subconscious cues to various senses can shape the way we respond to information or choices.</p>	 <p>Ego We act in ways that make us feel better about ourselves, and we like positive strokes.</p>

To be really effective decision science techniques need to be shaped in a systematic approach. An easy way to develop this is through the **=mc consulting five-stage** approach.

Stage 1 : Clarify the Challenge

You need to begin by defining:

- **Your target audience**
- **The outcome you want.**
- **The behaviour that will underpin that outcome.**
- **The metrics that will define success**
- **Any contextual issues that may be relevant**

Normally you frame this as a task statement. A task statement might look like this: "To increase income from sustainers within six months by persuading them to increase the level of their regular gifts by 20% on average. We need to present this challenge in the context of a cost-of-living rise for many of these individuals."

Stage 2 : Design the Architecture

Decision architecture is the sequence of experiences we create to encourage the target audience to adopt the desired behaviour or at least to respond more positively to it.

Typically, decision architectures are devised as supporter journeys. But a menu in a restaurant is also a piece of decision architecture. In a journey you need to identify the current journey and the desired new one, incorporating:

- **The Moments of Truth: key influence or engagement points.**
- **The Peak End moments: ensuring the final experience is positive.**
- **Swim Lanes: clear attention and action pathways for supporters**

Stage 3 : Identify the Barriers

It's tempting to focus on motivator heuristics. But your first step is to reduce friction (barriers) to the desired behaviour. Barriers can take a number of forms:

- **Capability: psychological and physiological**
- **Opportunity: social and environmental**
- **Motivation: automatic or reflective**

Stage 4 : Build the Boosters

Boosters are the motivational heuristics you should use to encourage your behavioural choice. A simple checklist for these can be found in the MINDSPACE framework. See opposite.

Stage 5 : Test Your Ideas

The final stage of our process is to test one or more of your interventions and track the impact- an experiment. Make sure you design your experiment in a way that allows you to establish:

- **What you expect the impact or outcome to be**
- **How you will track or measure this impact, and over what period**
- **How to ensure you establish causality and not simply correlation**

The ideal test structure is a Randomised Control Trial. But this requires significant discipline and organisation to set up. (We can help!)