**Nudge Challenge**

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| The Public Service Employee Survey (PSES) is an annual online survey that aims to capture federal government employees' opinions about their engagement, leadership, workforce, workplace, workplace well-being, and compensation. Survey results allow federal departments and agencies to identify their strengths and weaknesses in relation to people management practices, to monitor changes over time, and to inform relevant action plans. Gathering feedback from as many public servants as possible increases the generalizability of the findings and ensures the continuous improvement of people management practices in government.  In 2018, a total of 163,121 employees in 84 federal departments and agencies responded to the PSES, for a response rate of 57.7%.  You have been hired by the Office of the Chief Human Resources Officer at the Treasury Board Secretariat to apply behavioural insights and experimentation to ‘nudge’ more public servants to participate in the PSES. |
| Step 1: Define Outcome  What is the specific behaviour/choice that you are encouraging people to make? |
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| Step 2: Diagnose Behavioural Barriers  What are some of the reasons that may discourage public servants from the desired behaviour? |
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| Steps 3 & 4: Identify and Design Interventions  What are some interventions or ‘nudges’ that you can use to encourage the desired behaviour? What touchpoints can you leverage to introduce these interventions? (Aim to have 2-3 nudge ideas.) |
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| Step 5: Test Interventions  How would you design a small experiment to test one of your possible nudges? How will you measure the impact of your nudges on the desired behaviour? |
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| *Congratulations! You just designed a behavioural insights experiment.*  The final step would be to analyze your results and scale up. |