# BEHAVIOURAL INSIGHTS

https://www.youtube.com/watch/xl3TYnK2rWU

foreign behavioral insights are findings from the field of Behavioral Science that enhance our understanding of why and how people do what they do insights include unconscious biases that we often hold without realizing and these sort of mental shortcuts that we employ to speed up our decision making understanding these thoughts feelings and patterns of behavior can help you to improve your Communications approach sustainability efforts employee satisfaction and maximize not only financial return and investment but social return on investment governments and international organizations use behavioral insights to develop person-centered policy and programs that take the psychology of human decision making into account ultimately the more you understand about the people whose lives you're seeking to change the better equipped you are to make lasting impact at social change our dedicated behavioral insights team go beyond the what of research findings and ask the so what questions so what does this tell me about the thoughts feelings perceptions and attitudes of people that are influencing their behavior we also use behavioral insights in the creative campaigns and behavior change programs that we develop for our clients embedding Frameworks like mindspace and East into our Communications if you're seeking behavioral insights into a social issue health related decision making or even consumer Behavior and get in touch with our behavioral insights team today we look forward to working with you to create positive and Lasting social change