How to upload complex ideas to human brains



Prof. Steven Franconeri Northwestern Psych / Kellogg / Design Becise

We all have a **Curse of Expertise**

To be clear to your audience



Organize arguments in summarized 3's



Lay that argument out in a slide



Ask a Fresh Brain to give you a talk-aloud

Let's go to Trader Joe's

New information? Fresh Brains get 3 things at once

Dairy Eggs

Cream Cheese

Yogurt

Frozen Pizza Frozen

Strawberry Ice Cream

Popsicles

Carbs Chips

> Bagels Pretzels



• Dictionary: 'two or more slices of bread or a split roll having a filling in between

Sandwich classification analysis

- If you fill the same split roll with cold cuts, you have a sub sandwich
- Hot dogs appear under the 'sandwich' category at many restaurants
- Hot dots fit the definition of sandwich
- If you change the bread or the filling of a hot dog, it's still a sandwich

- If you replace the bun with two slices of bread, you have a sad sandwich
- Cucumber
- Chicken
- Lettuce & Sprouts
- Spam
- Tofurkey
- Turkev
 - Hot dogs can be topped with mayo, just like other sandwiches
- Therefore, a hot dog is a type of sandwich

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A hot dog is a type of sandwich

Hot Dogs fit the definition of sandwich

Dictionary: 'two or more slices of bread or a split roll having a filling in between'

Hot dogs appear under the 'sandwich' category on many restaurant menus

If you change the bread or the filling of a hot dog, it's still a sandwich

If you fill the same split roll with cold cuts, you have a sub sandwich

If you replace the bun with two slices of bread, you have a sad sandwich



Hot dogs can be topped with mayo, just like other sandwiches

Veggie: Cucumber, Lettuce & Sprouts, Tofurkey

Meat: Chicken, Spam, Turkey

Near-Term Power Plant Economics with CO2 Emission Tax

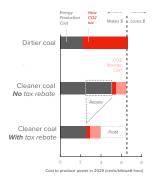
- Near-Term Power Plant Economics with CO2 Allowance Costs
 - The new law's CO2 tax (\$50/ton) should add enough cost that it will drive existing 'dirtier' coal plants to shut down
 - Cleaner plants have relatively lower C02 taxes (dark red)
 - They add higher production costs (grey)
 - They add C02 storage costs (pink)
 - These combined costs put the cleaner plants over the breakeven line, so that nobody will build them
 - We propose to incentivize construction by adding a tax rebate for these new plants

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- The new law would shut down 'dirtier' coal plants, but would only incentivize new 'cleaner' coal if you add a tax rebate
 - The new law's CO2 tax (\$50/ton) should add enough cost that it will drive existing 'dirtier' coal plants to shut down
 - ▼ While cleaner plants avoid that tax, additional costs will put them over the breakeven line, so that nobody will build them
 - Cleaner plants have relatively lower C02 taxes (dark red)
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The new law would shut down 'dirtier' coal plants, but would only incentivize new 'cleaner' coal after a tax rebate



The new law's CO2 tax (\$50/ton) should add enough cost that it will drive existing 'dirtier' coal plants to shut down

While cleaner plants avoid the CO2 tax. their additional costs will leave them unprofitable

Cleaner plants add *higher energy production costs*They do have relatively **lower CO2 taxes** But they also add CO2 stor

We propose to incentivize their construction by adding a tax rebate for these new plants

We all have a **Curse of Expertise**

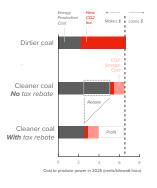
To be clear to your audience

Organize arguments in

Lay that argument out in a slide with the MAP rules

Ask a Fresh Brain to give you a talk-aloud

The new law would shut down 'dirtier' coal plants, but would only incentivize new 'cleaner' coal after a tax rebate



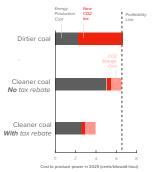
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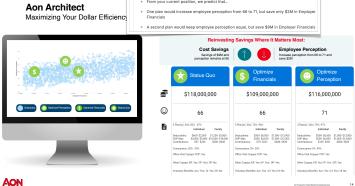
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AON ARCHITECT : MAXIMIZING YOUR DOLLAR EFFICIENCY

You have a choice: maximize savings, or employee perception

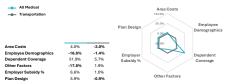
\$116M \$118M Employer Financials AON

From your current position, we predict that...

One plan would increase employee perception, but save (only) \$2M in Employer Financials

A second plan would keep employee perception equal, but save \$9M in Employer Financials

Key Cost Driver Factors





Before

arison groups have been weight-limited on a plan and market basis such that no client's enrollment is more than 25% of any single plan/market or

Your costs are high because your employees have many dependents, but the costs are on par for transportation, and employee costs are low



After

					-111
	Your cost	HVI Baseline	Transportation Baseline		
Total Cost (Premium)	\$16,982	\$14,845	\$15,159		NATI-II
		14.4%	40.00/		While you pay far more than typical companies, your costs are more on par for the transportation industry
Employee Cost	\$2,140	\$2,854	\$2,763		
		-25.0%	-22.5%		Your employees are paying less, even relative to transportation
Net Cost (Employer Cost)	\$14,842	\$11,991	\$12,396		
		vs. HVI	vs. Transportation		
		23.8%	19.7%		
		· · · · · · · · · · · · · · · · · · ·			Your employees have 5.8 kids on average, driving up costs
Dependent Coverage		51.9%	5.7%		
Plan Design		5.9%	-0.9%		
Area Costs		4.0%	-3.0%		Your pay less for coverage because of the age/gender distribution of your workforce
Employee Demographics		-16.8%	-1.4%		
Other Factors		-17.8%	1.9%		You pay less on other factors



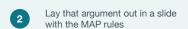


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