

[BE FOUNDATIONS] NUDGES: INCENTIVES



How many conflicting incentives impact the choices you give to your customers?
Use this worksheet to incorporate INCENTIVES into your choice architecture.

1) WHO USES?

In my air conditioning example, this is myself and my husband. What about your business?

2) WHO CHOOSES?

For AC, this is also myself and my husband (note the choice is more complex than, "Do you want AC or not?") Consider all the choices a customer has in your case:

3) WHO PAYS?

For AC, this is also myself and my husband (remember, not all payments are with money):

4) WHO PROFITS?

The AC installation company, the guy who closed the sale, their manufacturers.

5) ARE THE INCENTIVES ALIGNED?

Misaligned incentives can cause issues - what if the guy making the bid gets a higher incentive on a unit that is not ideal for me and my family? Consider the wifi example.

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HELP?**

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