

[BE FOUNDATIONS] EXPECTING ERROR (NUDGES)



To err is human, but is your business properly anticipating errors? Use this worksheet to understand ERRORS and nudge people to do better.

3 CUSTOMER ERRORS

Error

Possible Nudge

3 STAFF ERRORS

Error

Possible Nudge

3 PROCEDURAL ERRORS

Error

Possible Nudge

REMEMBER THESE CATEGORIES/TIPS:

Busy/Overwhelmed

Hot/Cold

Consistency

Create a product/service

Consider observational research

**WANT
HELP?**

Visit thebrainybusiness.com and click "Work With Me" to book your FREE consult and learn how I can best help.