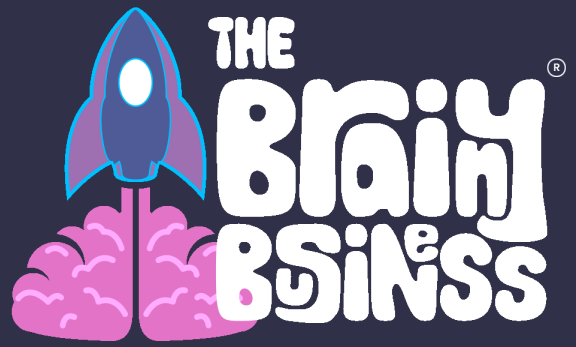


THE IKEA EFFECT

WORKSHEET



People like and value things more when they helped create them.

The IKEA Effect is Not the Same As:

- The Effort Heuristic
 - While this is part of it, people can value effort in other peoples' work also even when they didn't make it (so the IKEA Effect can't be present)
- The Endowment Effect
 - The IKEA Effect is present even when someone knows they cannot keep the item.
- The Power of Touch
 - The effects are removed when the item is disassembled, so simply holding or working on it isn't enough to trigger the IKEA Effect.

How can your customer help build - and complete! - an item?

Where can you add a little creativity and leverage social proof?

Help them personalize, but not so much that they won't finish. Remember, if they could do it alone they wouldn't need a kit with instructions.

How can you encourage employees to be part of an upcoming project/program design to leverage the IKEA Effect?

Bring them in early, make sure you can use (and showcase) their input.
