# Nudges: A Paradigm for HR to Influence Employee Behavior Executive Briefing

### Summary

Employees are often unaware of the impact that biases and heuristics have on their decisions, leading to decision-making pressures and bottlenecks that have a significant impact on organizational outcomes. Map out the decision-making process of employees and develop ethical nudges that address the pressures and bottlenecks they face.

### Our Recommendation

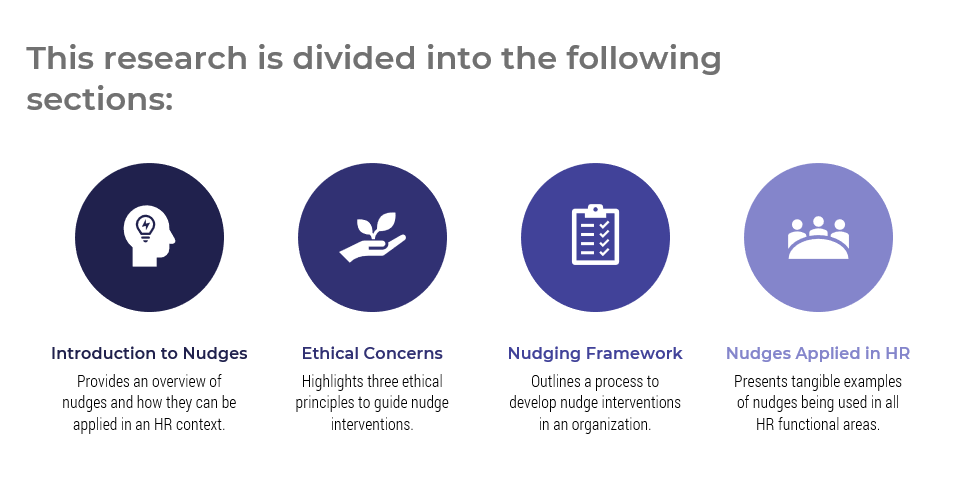
* Map out the decision-making process of employees’ suboptimal behaviors to determine any pressures or bottlenecks that are inhibiting employees from making better decisions.
* Develop ethical nudges that address the pressures and bottlenecks faced by employees.

### Client Challenge

* Every decision we make is informed by biases and heuristics, but they are a double-edged sword. They enable people to make quick and intuitive decisions but also lead to rash and misinformed choices.
* Biases and heuristics are of particular concern in an organizational context since misinformed or suboptimal decisions made by employees can have a significant impact on organizational outcomes.

### Critical Insight

* Nudges are not new: HR professionals have been applying the concept in practice for decades without having a formal name for it. But by taking an informed, measurable approach, HR can stop guessing and start reporting on the effectiveness of their nudge interventions.



### Get to Action

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| 1. Integrate nudge interventions into your HR practices to influence employee behavior and drive organizational results. | 1. Learn about the theory and applications of nudges 2. Use the ethical principles and ethics matrix to determine what constitutes an ethical nudge 3. Follow McLean & Company’s nudge framework to apply nudges to HR 4. Learn how different organizations have applied nudge theory to solve HR challenges and drive organizational results   **Deliverables:**   * *Nudges: A Paradigm for HR to Influence Employee Behavior Storyboard* * *Biases and Heuristics Catalog* * *Process Mapping Guide* * *Design Thinking Primer* |

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