

Nudging

CHANGING BEHAVIOUR THROUGH
INTERNAL COMMUNICATION

Introduction

TAKE A HARD LOOK AT YOUR
EMPLOYEES. HOW ARE THEY DOING?
ARE THEY STILL ON TRACK?



Maybe your employees need an extra nudge in the right direction to perform even better. But you don't want to implement a huge change or distract them with yet another project. What you really want is to make a change that will be so intuitive that it'll almost go unnoticed. That's what nudging is all about; making behavioural changes that won't take additional effort. This whitepaper will explain the term nudging, offering some fun examples and practical tips.

Defining Nudging

WE TALK ABOUT NUDGING LIKE IT'S AN INTEGRATED TERM. BUT, ACTUALLY THERE IS NO SET MEANING. WHEN YOU BROWSE ON THE INTERNET, YOU WILL FIND MULTIPLE DEFINITIONS OF THE TERM. WE THOUGHT THE DEFINITION BELOW IS A WELL WRITTEN DESCRIPTION OF WHAT WE MEAN BY NUDGING:

“

To nudge is to push mildly or poke gently in the ribs, especially with the elbow. One who nudges in that manner - to alert, remind, or mildly warn another - is a far geschrei from a noodge with his incessant, bothersome whining.

Richard H. Taler and Cass R. Sunstein in "Nudge improving decisions about health, wealth and happiness".

Along this lines:

“

A nudge is any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid. Nudges are not mandates. Putting the fruit at eye level counts as a nudge. Banning junk food does not.

”

When we put all this together, we can assume that nudging is influencing humans' behaviour through small adjustments in their daily life, aiming to affect the brain's **INTUITIVE AND AUTOMATIC SYSTEM**. Simply put, the goal is to change someone's behaviour without them having to think about it or feel they need to make a decision.

TO REALLY UNDERSTAND NUDGING, WE SHOULD ALSO LOOK AT IT FROM A PSYCHOLOGICAL PERSPECTIVE. TALE AND SUNSTEIN ARGUE THAT THE BRAIN WORKS ACCORDING TO **TWO SYSTEMS**:

The intuitive and automatic system:

This system is associated with the oldest parts of the brain. It is instinctive and has nothing to do with thinking. For instance: when you duck because a ball is thrown at you unexpectedly or smile when you see a cute puppy.

The reflective and rational system:

the reflective system is more deliberate and self-conscious. It requires a thinking process. For instance: when you decide which route to take for a trip.

How to apply nudging in the workplace

AT THIS POINT, YOU'RE PROBABLY WONDERING WHAT NUDGING HAS TO DO WITH INTERNAL COMMUNICATION. LET'S TAKE A LOOK AT SOME EXAMPLES OF NUDGING IN PRACTICE. THE PICTURES BELOW ILLUSTRATE WAYS YOU CAN NUDGE PEOPLE TOWARDS LIVING IN A HEALTHIER WAY.

LITTER CAMPAIGN



<http://www.trendhunter.com/trends/litter-campaign>

VOLKSWAGEN

This video from Volkswagen also shows how fun theory works to nudge people towards making a healthier decision.

<https://www.youtube.com/watch?v=2IXh2n0aPyw>

SHELVES WITH APPLES

Hotel Svendborg - Denmark



<http://inudgeyou.com/archives/3179>

IN THE WORKPLACE YOU COULD APPLY NUDGING IN ALL KINDS OF SITUATIONS:

When you want to stimulate a healthier lifestyle for your employees. For example, eating more fruit and veggies at work or taking the stairs instead of the elevator.

When you want to change the organization's culture after a reorganization. For example, you want your employees to live and breathe the new brand values.

When you want to create a cleaner workplace. For example, when you want people to smoke only in a certain area or throw away trash in bins instead of throwing it on the ground.

A roadmap to use nudging in your organization

IF YOU'RE THINKING ABOUT USING SOME NUDGE TRICKS IN YOUR ORGANIZATION, YOU MIGHT WANT TO CONSIDER USING THIS ROADMAP.

1. DESK RESEARCH

Just like a lot of projects or changes, it all starts with desk research. Insight is always a good starting point. There are so many reports you can read on nudging or behavioural studies, dive in!

2. OBSERVE

Observe your employees from a distance and try to discover patterns. Only then will you be able to see where it goes "wrong" and where you might be able to make some adjustments.

3. INTERVIEWS

In-depth interviews with individual team members are most effective when you want to gain information on more emotional topics. For example, motivation, personal characteristics and personal experiences.

4. INTERPRETATION

Define the well-known five W's (Who, What, When, Where, Why) with the output from the first three steps. It will give you insight into where and how to nudge.

5. INVOLVE MANAGERS

The success of your nudging strategy strongly depends on the role of managers. A CEO can be a big source of inspiration but, direct managers will most likely make the difference. These managers belong to the in-crowd and have direct influence on employees' behaviour. If the manager doesn't adapt, an employee won't see the point of it either. It's like monkey see, monkey do. In order to get all the managers on board, you might want to consider involving them in the nudging process before rolling it out to all employees.

6. A/B TESTING

This will be an essential step of the nudging process; A/B testing. Small changes can have a huge effect on the output/success of a nudge. You can discover which version of a nudge will have the biggest change in behaviour by A/B testing.

7. CHANGE THE ENVIRONMENT

When you want employees to change behaviour it's often just a matter of changing the physical environment. For example, if you want your employees to keep the office clean, just provide (more) trash cans.

Remember:

THERE IS NOTHING WRONG WITH A LITTLE NUDGE BUT, ALWAYS STAY VIGILANT ON CONTRIVANCE.

About ORTEC for Communications

ORTEC FOR COMMUNICATIONS SETS STANDARDS FOR INTERNAL COMMUNICATIONS, SPECIALIZING IN PROVIDING THE MOST RELEVANT NEWS FOR YOUR EMPLOYEES.

We are the acknowledged leader in internal communications – we have been in the business of internal communications since 2011, and are routinely identified as the “go-to” vendor for expertise in this field. ORTEC for Communications provides a standardized platform for internal communications, with the possibility to extend to external communications. This enables your organization to realize the full potential of individual and organizational growth by leveraging a communications platform.

Our curriculum offerings provide its customers with the skills required to become knowledgeable, effective, and dynamic experts in the (mobile) communications area. We help professionals understand the world of mobile communications, empowering them with the skills to support their organization’s growth.

OUR PASSION LIES IN IMPROVING THE EFFECTIVENESS OF YOUR INTERNAL COMMUNICATIONS, ALLOWING YOUR ORGANIZATION TO REACH ITS POTENTIAL.

We work with organizations from all sectors, global corporations in numerous industries (*including aviation, telecommunications, financial, medical devices, manufacturing, government, healthcare, software development, information technology*).

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FOR QUESTIONS OR COMMENTS PLEASE DO NOT HESITATE TO CONTACT US VIA THE INFO BELOW.

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