
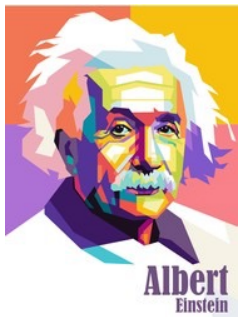


# Behavioural Insights for Public Policy



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**Insanity is doing  
the same thing,  
over and over  
again, but  
expecting  
different results**





# Public Policy



# Public Policy



# Public Policy

# Why do you create Policies and Programmes?

- Improve the lives of the public
- But, most policies and programmes require the public to take some action to benefit from them e.g. employment, entrepreneurship, health, transport
- And you are inherently making some assumptions about public behaviour without ever explicitly stating them

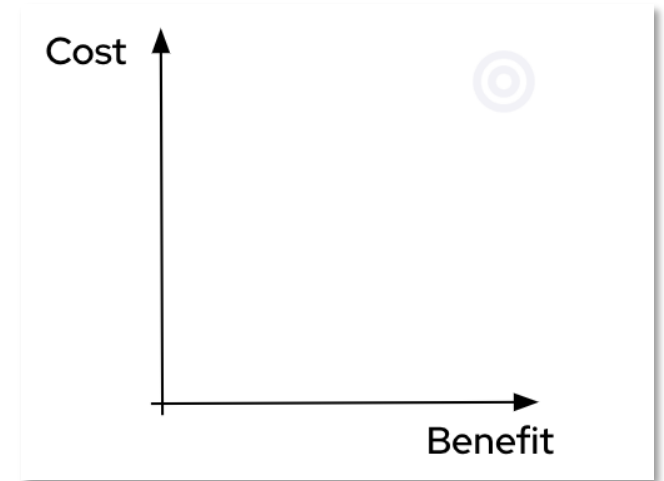
# In our Policies and Programmes, we inherently assume....



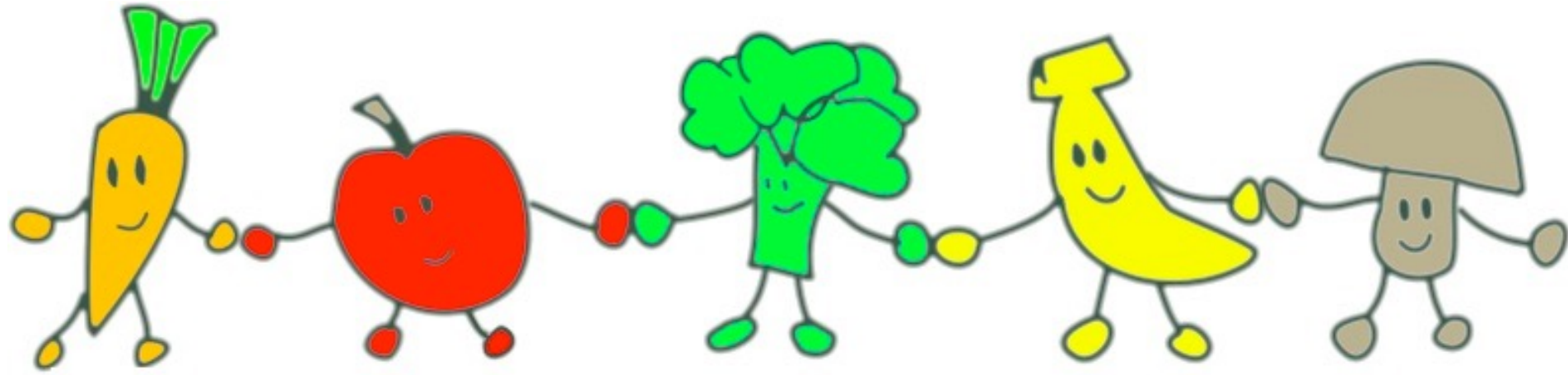
People will read everything and understand as well – people have infinite cognitive bandwidth



People know what will increase their utility



People are always aiming to maximise their utility



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*Have you had your 5 today?*



...aumentar el efecto combinatorio provocando un aumento de peso y síndromes metabólicos como la diabetes, por el simple hecho de no tener calorías.

## 77 Ways to Deal with Stress

Referencia: Pamphlet of 101 Ways Deal With Stress of ETR Associates, 2007.

1. Exercise every day.
2. Read the comics for laughs.
3. Find a quiet place to be alone.
4. Live within your budget.
5. Remind yourself that most hard situations are temporary.
6. Keep a journal.
7. Stay alert.
8. Blog, but be careful what you share.
9. Read books.
10. Jump rope.
11. Stay busy.
12. Talk to the emotional counselor if you have strong feelings that don't go away.
13. Do number puzzles.
14. Remember that worrying uses energy you need to stay safe.
15. Don't have sex with someone who might have sexual transmitted diseases.
16. Never reveal sensitive information in e-mails, blogs, conversations, etc.
17. Get enough sleep.
18. Try to talk with friends who seem stressed.
19. Know that combat stress is normal and can be treated.
20. Avoid alcohol and other drugs.
21. Try not to worry about the future.
22. Keep a sense of humor.
23. Watch a comedy.
24. Avoid rumors. They zap energy and they're usually not true.
25. Smile whenever you can.
26. Chew gum.
27. Do crossword puzzles.
28. Take naps.
29. Go for walks.
30. Talk to a friend about any worries.
31. Remember to eat.
32. Listen to music.
33. Sing.
34. Get tips for dealing with stress from the emotional counselor.
35. Take martial arts classes.
36. Hang out with friends.
37. Draw in a sketchbook.
38. Practice putting golf balls.
39. Write letters.
40. Learn deep-breathing exercises.
41. Play cards.
42. Lift weights.
43. Jog in place.
44. Help someone who needs it.
45. Try to stay calm.
46. Count your blessings.
47. Meditate.
48. Learn how to ask for help.
49. Play basketball.
50. Be a Big Brother or Big Sister with new students.
51. Allow yourself extra time if you can.
52. Know what's important and keep things in perspective.
53. Drink lots of water.
54. Notice your feelings.
55. Break large tasks into small steps.
56. Listen if someone needs to talk.
57. Use condoms if you have sex.
58. Learn from mistakes.
59. Don't gossip.
60. Take pictures.
61. Clear up conflicts as soon as you can.
62. Find ways to relax when you're off duty.
63. Eat healthy food.
64. Do crunches.
65. Remember what you're grateful for.
66. Do someone a favor.
67. Forgive someone.
68. Take one day at a time.
69. Sing karaoke.
70. Mentor someone new.
71. Swap good books with others.
72. Keep a good luck charm.
73. Tell the emotional counselor if someone seems depressed or angry.
74. Keep your finances in order.
75. Know the symptoms of combat stress and how to get help if you have them.
76. Breathe deeply to slow yourself down.
77. Focus on today.



## Myths & Facts:

**Myth:** You have to use drugs for a long

**Fact:** Drugs can cause the brain to send the wrong signals to the body. This can make a person stop breathing, have a heart attack or go into a coma. This can happen



# A people centred approach

We try to understand **why** people behave the way they do and use the design of products, services and places to guide and support them in making better decisions

**36%**  
**reduction in**  
**accidents**



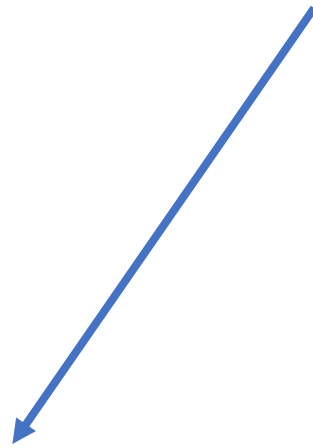


# **The same insights apply to us Decision Makers**

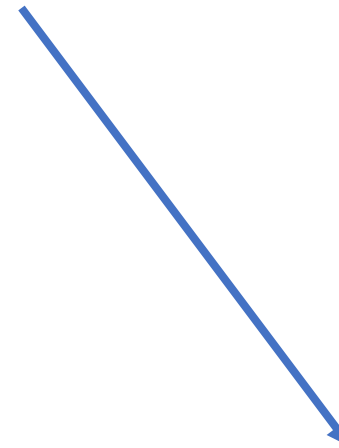
We fall prey to the same cognitive biases resulting in huge negative consequences of the strategic decisions that we make



# Public Policy

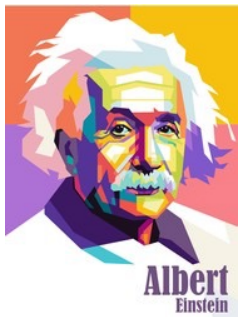


Behavioural Insights  
to accelerate impact  
of Policies and  
Programmes



Behavioural Insights  
to improve accuracy  
of Decisions made by  
Policy Makers

**Insanity is doing  
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**Thank you!**

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