

## Monthly tips to help inspire change and drive growth

JANUARY 2024

### Very warm greetings, \$[UD:FIRST\_NAME]]\$ - and welcome to the new monthly Activate Research behavioural science newsletter!

Organisations that apply the principles of behavioural science outperform peers by 85% in sales growth and 25% in gross margin.

Sounds great...but how can **you and your organisation** fully capitalise on this?

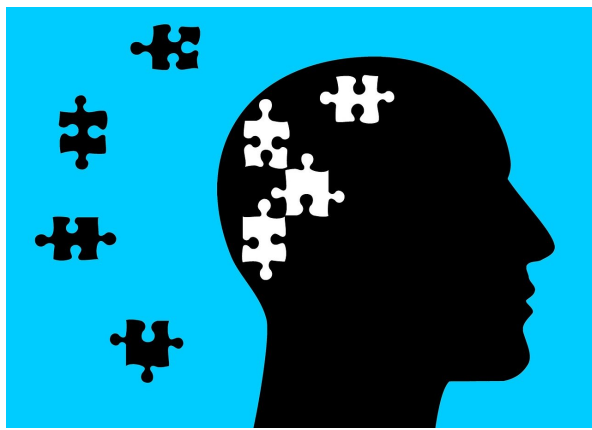
Each month this newsletter will explore a different challenge associated with achieving growth using behavioural science.

January's focus is on **how to best sell the benefits of behavioural science** to sceptical clients or internal stakeholders.

Happy reading. And please select Unsubscribe below if you'd ever like to opt out.

### Featured article

#### Getting decision makers to recognise their own behavioural biases



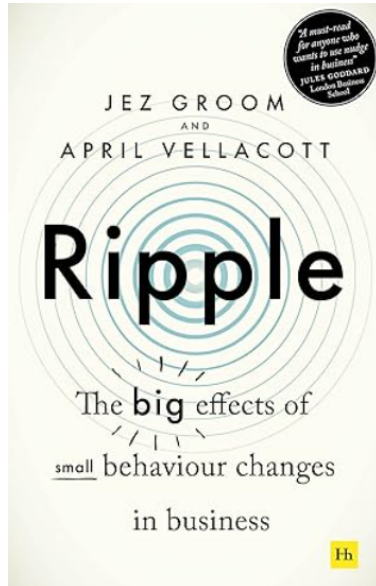
There are a variety of ways to sell the benefits of behavioural science to sceptical clients and / or internal stakeholders.

This new article draws on a recent, real-life study with over 200 Market Research Society members. Using three key biases it illustrates one especially powerful approach to selling behavioural science: persuading decision makers to acknowledge their **own** behavioural biases.

[READ THE ARTICLE](#)

### Behavioural science book of the month

#### Ripple by Jez Groom and April Vellacott



Continuing the theme is this month's associated suggested reading: Ripple by Jez Groom and April Vellacott.

This easily digestible book includes a wide variety of real-life case studies and tips based on work done across the world by Ogilvy Consulting. A recurring focus is on how senior decision makers in client organisations became advocates for behavioural science – after being confronted with their **own** behavioural biases.

[LEARN ABOUT THIS BOOK](#)

### Behavioural science video of the month

#### Sunk cost bias



Described in the featured article above (LINK) is one particularly powerful behavioural bias which can be used to help sell the benefits of behavioural science – **sunk cost bias**.

Sunk cost bias describes how the more we invest in something, the harder we find it to abandon.

[LEARN MORE IN THIS 3-MINUTE TEDx VIDEO](#)

### Behavioural science event of the month

#### London School of Economics online talk - 30th January



Lastly, while behavioural biases can, as discussed above (LINK), be a powerful way to sell the benefits of behavioural science, this month's recommended event discusses how **other** approaches are often required when it comes to more complex behavioural challenges – for example, tackling climate change.

To learn how recent developments in behavioural science research can help you understand and influence the behaviour of your customers (or your clients' customers) sign up to this free online / in-person event.

[LEARN MORE ABOUT THIS EVENT](#)

Thanks for reading - and look out for next month's newsletter on 20th February!

*Your February newsletter will explore ways in which behavioural economics can help increase the chances of your clients and internal stakeholders taking actions off the back of project findings you present.*



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