

Behavioural Economics: A New Approach for Business Innovation

An Event Hosted by BEworks & Behavioural Fusion

Cass Business School, Executive Education

200 Aldersgate Street, Barbican, London

Tuesday, April 21st, 2020 | 4PM to 7PM

For more information and to purchase tickets visit go.BEworks.com/ukpartnership

Join us for an interactive session with the world's leading firm dedicated to the practice and application of Behavioural Economics, BEworks, and their UK partner firm, Behavioural Fusion (a spin-off of City, University of London).

Learn about the business imperative for BE and how its application is helping financial institutions to solve their biggest challenges.

Behavioural Economics (BE) is drastically changing how organizations solve problems, whether they are found in strategy, marketing, operations, or organizational behaviour. We're all in the business of changing behaviour. By understanding the science behind behaviour and decision-making, businesses are able to design better products, services, and consumer experiences. CEO's around the world are waking up to the power of behavioural economics as a key differentiator to understanding and changing behaviour.

BEworks has spent the last decade applying behavioural economics to challenges faced by Fortune 500 organizations and government units around the world. This event launches the partnership with Behavioural Fusion, a UK based applied behavioural consulting firm that has joined forces with BEworks to serve clients in the UK. Our unique expertise in the financial services sector, along with Behavioural Fusion's years of academic experience and knowledge of the local sector, will be an asset for organizations looking to launch behavioural economics initiatives.

“ With more internal units emerging every year, it's time to arm yourself with the best kept secret driving change across global organizations.

Join us at the event to learn more about impactful cases of BE in action in financial services which showcases not only the powerful theory behind the solutions but the measurable financial impact these strategies are having on the businesses deploying them.

Who Should be in Attendance

Anyone with an interest in better understanding their customers, and how a new approach grounded in the science of human behaviour can help radically innovate their biggest strategies.

Leaders in financial services, insurance, and fin tech.

Regulators interested in evidence-based policy.

Anyone interested in solving organizational challenges with new approaches.

Given their shared ethos, BEworks and Behavioural Fusion have formed a strategic alliance to provide a compelling behavioural economics service to UK businesses – unrivalled in depth and breadth of experience and capacity, with a proven track record of meeting the business challenges of international clients.

About the Speakers

KELLY PETERS, MBA

Professor and Co-Founder & CEO of BEworks



Kelly Peters is the CEO and co-founder of BEworks, the world's leading behavioral economics firm. She believes that when applied properly, scientific thinking has the power to transform society.

Throughout her career, Kelly has overseen the launch of hundreds of field experiments and uncovered pioneering research on the factors influencing decision-making, helping close the gap between academic research and real-world application. She has led complex innovation projects and commercialized new ideas and concepts to disrupt traditional models.

Kelly teaches Applied Behavioural Science at the University of Toronto's Rotman School of Management – one of the world's top MBA programs – and is a regular lecturer at Cornell, Harvard and other notable educational institutions. Her work has been featured in The New York Times, Fortune, and Forbes Magazine.

PHILIP CORR, PhD

Professor and Founder & Executive Chairman of Behavioural Fusion



Philip is Professor of Psychology (Behavioural Economics) at City, University of London, where he set-up the first MSc in Behavioural Economics in London and one of the first in the UK. In addition to writing over 160 peer-reviewed journal articles and book chapters, Philip is the author of a number of books on biological and differential psychology, and also one on behavioural economics – Corr, P. J. & Plagnol, A. (2018). Behavioural Economics: The Basics. London: Routledge. Philip is the Founding Editor-in-Chief of the journal, Personality Neuroscience, published by Cambridge University Press. His academic publications can be seen at: www.philipcorr.net.

