



# Designing financial behavior

## It is about making the right choice the easy choice

We offer you a two-hour workshop with the purpose of introducing the potential of working with behavior and nudging within the financial sector.

The workshop consists of two elements: an inspirational speak and a break-out session.



### Inspirational speak introducing:

- Basic behavior theories
- Practical case examples
- Insights on how to redesign financial behavior



### Interactive exercises to map out:

- Consumer behaviors
- Situations for optimization
- Potential benefits and barriers

### Questions raised for the participants during the day:

*Which consumer behavior would you like to change?  
What would the financial gains be if you changed this?  
Which immediate barriers do you see in changing this?*

### Outcome of the workshop:

- Understanding financial decision making
- Definition of potential focus areas for improvement of financial behaviors

### Do you want to know more?

For more inspiration: [www.krukow.net](http://www.krukow.net)  
To get in contact: [hello@krukow.net](mailto:hello@krukow.net)