



Lecture Applied Behavioural Economics in the Financial Sector

Key note speaker: Neil Lightfoot

Friday, 22nd June 2018

Agenda:

18h00 – Registration

18h15 – Bruno Ferreira (PLMJ / Partner) – Welcome

18h20 – Diogo Gonçalves (Nudge Portugal) – Presenting Nudge Portugal

18h30 – Neil Lightfoot (Partner / Applied Behavioural Economics) - Going it alone: Building internal nudging capacity

Going it alone: Building internal nudging capacity

Thanks to popular literature, the press, management schools, universities and the like, it is increasingly difficult to find someone in a leadership or management position that hasn't heard about behavioural economics. Not only do they typically know about the discipline, but they would probably agree that they find their engagement with the topic both fascinating and delightful. At a further push, you might even find some of them saying they gave thought to how behavioural economics might be of value to them in their specific work context.

Yet, curiously, despite all the hype around what can be achieved with behavioural economics in influencing consumer decision-making and behaviour, we find a massive intention-action gap when it comes to putting the theory into practice. Why is this?

Join Neil Lightfoot discuss his experience with companies trying to put behavioural economics to work. Neil is a Partner at the Applied Behavioural Economics practice in Genesis Analytics and behavioural economics practitioner who focuses on the financial sector. Some of the questions he will tackle include:

- Where and how does behavioural economics unlock commercial value?
- What are less known case examples of behavioural economics in action?
- Isn't behavioural economics simply what marketers have been telling us for a long time?
- Do I need a PhD in order to 'do' behavioural economics?
- Does it make better sense to upskill an existing team, or create a new behavioural team?
- Is this a trend, or here to stay?

Venue – Auditório PLMJ – Avenida da Liberdade 224

Register through the following [link](#)

Clarifications through the email – diogo@freelunches.eu

Neil Lightfoot is Partner in the Applied Behavioural Economics practice at Genesis Analytics and is based in Johannesburg, South Africa. His areas of expertise include choice architecture, consumer lifecycle strategy, behavioural change, banking strategy and consumer credit risk.



Neil has a passion for exploring the commercial applications of behavioural economics, as well as for helping companies build their own behavioural teams. In addition to South Africa, Neil is active in landing projects within Austria, Croatia, Serbia, Bosnia & Herzegovina, Albania, Kosovo and Bulgaria.

Before focusing on behavioural economics, Neil worked in retail banking strategy consulting across Africa, delivering work both to the private as well as development sectors (amongst others, World Bank, IFC & AfDB).

Neil holds a BA (Honours) degree in Research Psychology from the University of the Witwatersrand, an MA in Research Psychology from the University of South Africa, and an MBA from the Graduate School of Business at the University of the Witwatersrand.

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