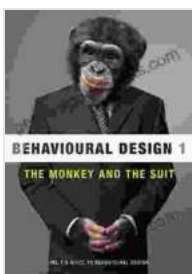


The Monkey and the Suit: KI Guide to Behavioral Design

In "The Monkey and the Suit: KI Guide to Behavioral Design," renowned behavioral scientist Dr. Jonah Berger and design strategist Katherine Milkman team up to present a groundbreaking framework for understanding and influencing human behavior. Through vivid storytelling and cutting-edge research, they reveal how even the smallest changes in our environments can have a profound impact on our choices, from the products we buy to the food we eat to the people we interact with.

The Monkey and the Suit

The book's title, "The Monkey and the Suit," is a metaphor for the two sides of our nature: our impulsive, emotional "monkey brain" and our rational, logical "suited brain." While the monkey brain often gets us into trouble, the suited brain can help us make better decisions by considering the long-term consequences of our actions.



Behavioural Design: The Monkey and The Suit (/KL.7's Guide to Behavioural Design Book 1)

★★★★☆ 4.5 out of 5

Language : English
File size : 1467 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 15 pages
Lending : Enabled



Berger and Milkman argue that the key to behavioral change is to find ways to engage both the monkey brain and the suited brain. This can be done by creating environments that make it easy for people to make healthy choices, such as displaying healthy food options prominently in grocery stores or providing easy access to exercise equipment in workplaces.

The KI Guide to Behavioral Design

The book's second half presents the "KI Guide to Behavioral Design," a practical framework for applying behavioral science to real-world problems. This framework consists of four steps:

1. **Define the target behavior.** What do you want people to do?
2. **Identify the barriers to change.** What is preventing people from doing what you want them to do?
3. **Design interventions to overcome the barriers.** How can you make it easier for people to do what you want them to do?
4. **Test and iterate.** Once you have implemented your interventions, it is important to test them and see if they are effective. If they are not, you can iterate on your design until you find a solution that works.

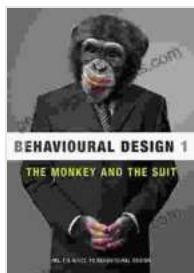
Case Studies

The book provides numerous case studies of how behavioral design has been successfully used to change human behavior. For example, one study found that simply adding a mirror to a gym led to a significant increase in

exercise attendance. Another study found that displaying healthy food options prominently in a cafeteria led to a decrease in calorie consumption.

These case studies demonstrate the power of behavioral design to change human behavior for the better. By understanding the principles of behavioral science, we can create environments that make it easier for people to make healthy choices and live healthier lives.

"The Monkey and the Suit: KI Guide to Behavioral Design" is an essential read for anyone who wants to understand and influence human behavior. This groundbreaking book provides a powerful framework for creating environments that make it easier for people to make healthy choices. By applying the principles of behavioral science, we can create a world where healthy behaviors are the easy choice.



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