

Behavioural Insights and Radical Innovation

CBS Public-Private Platform – May, 18

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RED ASSOCIATES

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At ReD, we put a deep understanding of real people back at the center of business decision-making. Our teams solve some of today's hardest problems.



We believe in the value of being there, observing and understanding





Jealous / annoyed

1

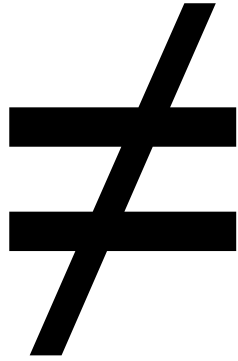
Behavioural

Economics

2



3



4 *It gives a simple starting point: rules*

Halo effect
Loss aversion
Framing effect
Endowment effect
Social proof
Optimism bias

ie. people tend to avoid the largest









Potential for
radical
innovation?