

Sonia Friedrich

Keynote Speaker

B.E. Strategic Consultant

Mentor

BOOK SONIA now for 2021/22

0412 359 424

sonia@soniafriedrich.com



Audiences Share



“Amazing” “Enlightening”
“Inspiring”





“You are a
REVENUE ROCKSTAR”



“EPIC”



“You have more clarity
than anyone I know”



Reach your audience, wherever
they are



Live
On-Line



A glowing red sign with the word "RECORDING" in yellow letters is placed on a desk. In the background, a computer monitor is visible. The desk has a blue LED light strip along its edge. The scene is dimly lit, suggesting a recording studio or control room.

RECORDING

Or

Pre-Record

Popular Formats



Sonia Friedrich Presents
On-line or On-land (COVID permitting)

Keynote Speaking

Intensives / Masterclass

Global, Regional, National, Local Conferences

Executive or Team Upskill

Panel Discussions / Q&A

Tailored for you

Sonia was a bright thinker at Nudgestock Global 2020



NUDGESTOCK GLOBAL

FRIDAY, 12 JUNE 2020
THIS TIME, ITS GLOBAL

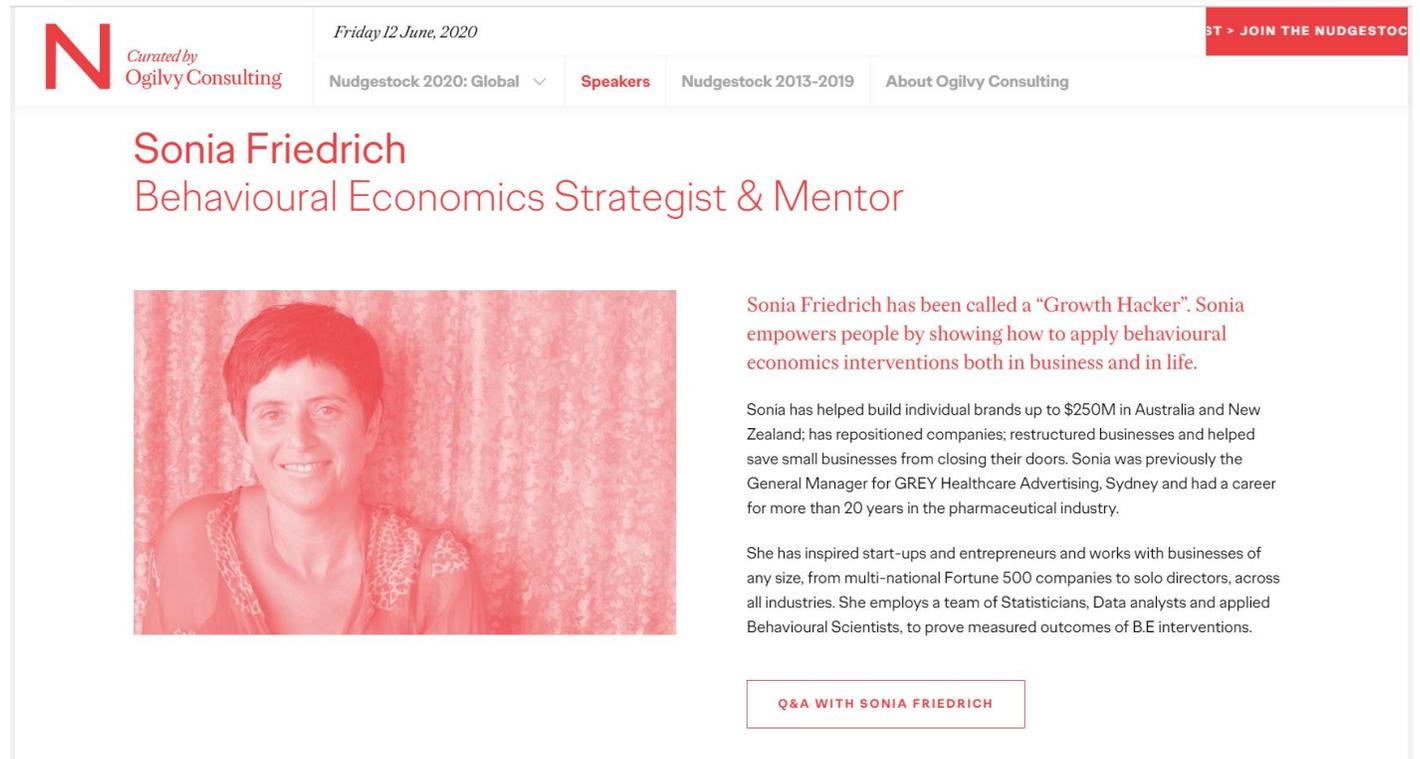
A virtual, global conference with 12 hours of the planet's brightest and boldest thinkers in behavioural science

**LAURIE SANTOS • DAN ARIELY
CHIARA VARAZZANI • BJ FOGG
CASS SUNSTEIN • LUCA DELLANNA
DILIP SOMAN • PAUL DOLAN
DIANA FLEISCHMAN • GEOFFREY MILLER
ADAM FERRIER • SONIA FRIEDRICH
JASON COLLINS • NICHOLAS GRUEN**

Plus many more...

This is a free event.
Sign up now at:
www.nudgestock.co.uk

Curated by
Ogilvy Consulting



N Curated by Ogilvy Consulting

Friday 12 June, 2020

JOIN THE NUDGESTOCK

Nudgestock 2020: Global ▾ Speakers Nudgestock 2013-2019 About Ogilvy Consulting

Sonia Friedrich

Behavioural Economics Strategist & Mentor



Sonia Friedrich has been called a “Growth Hacker”. Sonia empowers people by showing how to apply behavioural economics interventions both in business and in life.

Sonia has helped build individual brands up to \$250M in Australia and New Zealand; has repositioned companies; restructured businesses and helped save small businesses from closing their doors. Sonia was previously the General Manager for GREY Healthcare Advertising, Sydney and had a career for more than 20 years in the pharmaceutical industry.

She has inspired start-ups and entrepreneurs and works with businesses of any size, from multi-national Fortune 500 companies to solo directors, across all industries. She employs a team of Statisticians, Data analysts and applied Behavioural Scientists, to prove measured outcomes of B.E interventions.

Q&A WITH SONIA FRIEDRICH

Audience:
30000 people live
Total Viewing 120K+

Sonia was the Keynote Speaker for the Women in Packaging Forum

Proud to be Speaking at the
2020 AIP Australasian Packaging Conference

VIRTUAL EDITION
27 to 30 October

#2020aipconference

75 SPEAKERS.
8 COUNTRIES.
4 DAYS.

<http://aipack.com.au/event-registration/?ee=248>

Sonia was invited as a Guest Lecturer for the Cowry Summer School (London)

[cowry consulting]



Cowry's Global Summer School 2020
27th July - 7th August

Here's our panel of amazing international behavioural science experts:

John Owen United Kingdom	Sonia Friedrich Australia	Jafar Baig India
Roger Dooley United States	David Perrott South Africa	Adam Ferrier Australia
Kurt Nelson United States	Elina Halonen Amsterdam	Nicholas Owsley Kenya
Tim Houlihan United States	Vishal George New Zealand	Prakash Sharma India
Christian Hunt United Kingdom	Daryl Foy New Zealand	Reshma Tonse India
	Michael Bartlett United States	

Sonia Friedrich
Consulting BE Strategist, Keynote Speaker, Mentor at Sonia Friedrich Consulting & Welcome to Nudgeland, Australia



"I want to share with you what I would do if I started in Behavioural Science today, what would impact the bottom line for clients trying to do behaviour change"

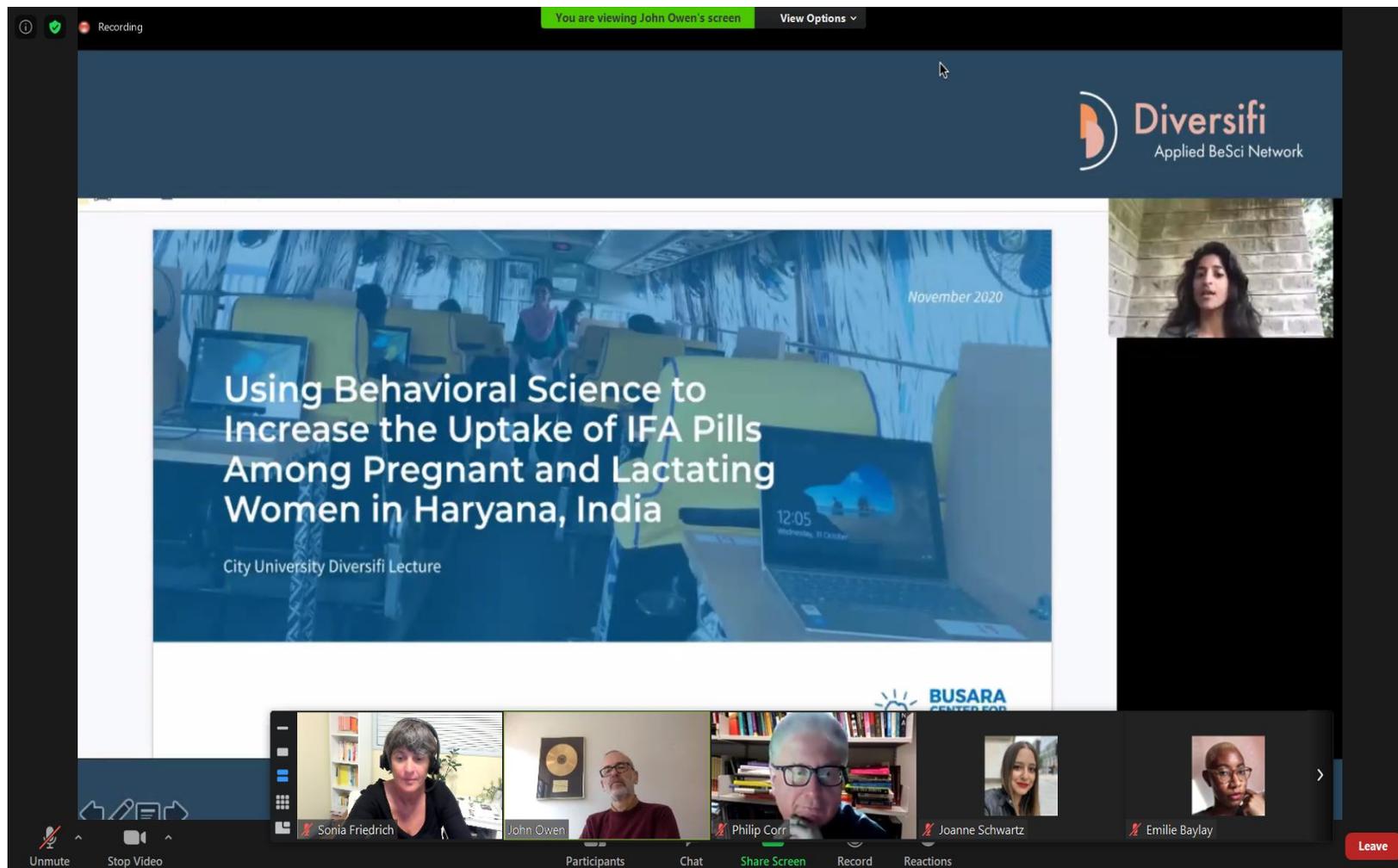


Stay tuned for speaker videos on YouTube soon #GlobalSummerSchool2020

Summer School 2020



Sonia was invite to speak at the diversifi lecture to Masters in Behavioural Economics Students - City University, London Dept of Psychology Lecture (Dec 2020)



“Brilliant”
Professor Phillip Corr



Sonia has been invited onto the KPMG Faculty for the High Growth Ventures Founders Programme (Australia, 2021)



Keynote

OGIVLY/
PFIZER

“You were the
best speaker of
the conference”



Keynote

ASTRAZENECA

Marketing
Conference



Behavioural Economics changes the game

Data Mining
for the GOLD

Behaviour Change /
Strategic Planning

Disruptive/
Innovative
Behaviour
Interventions

Increase Engagement
of Existing
Communication

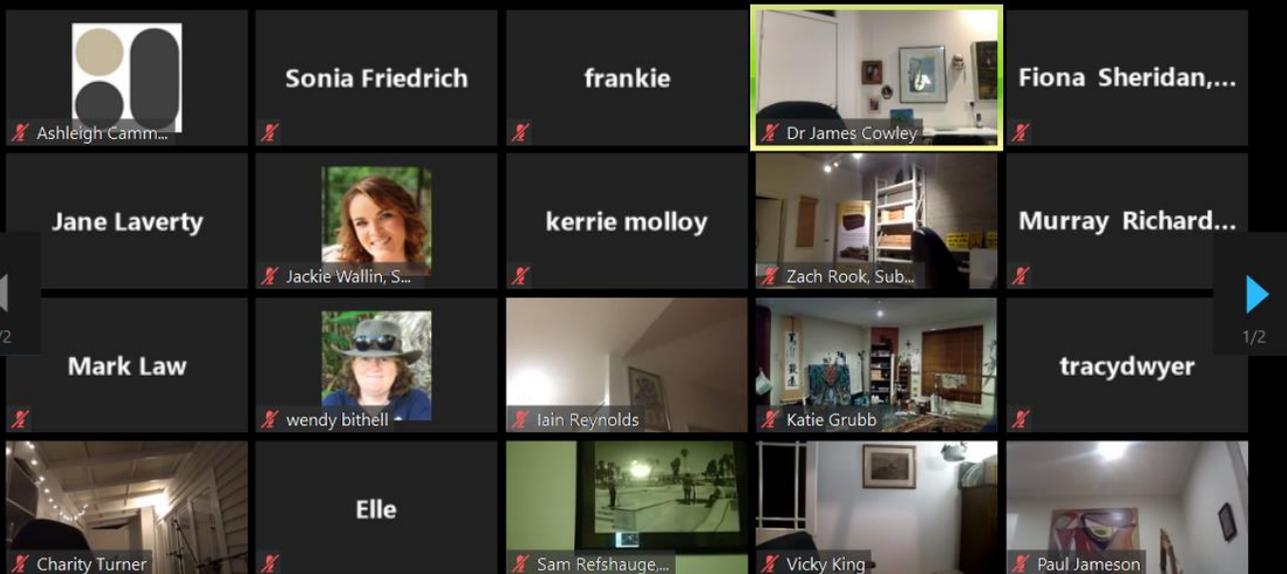
OR stop doing them

Choice Architecture

If you can't measure the ROI, you don't spend it

Panel Discussion + Q&A

SBP Innovation Hub



"...probably the most I've ever learnt in 2 hours!!! Excellent panel of humans!"

Business Owner

Audiences Respond

Your audience will love it...

*“One of the most **engaging** seminars I’ve had the pleasure of attending, I came away not only **inspired** but with clear action items that I could put into place immediately. One of **our first nudges** was as **simple** as (xxxxx) which saw an*

- *18% increase in transactions*
- *24% increase in revenue and*
- *19% increase in conversion rate*

Our learnings from Sonia are now the driving force behind our entire conversion rate optimisation strategy and has permeated throughout our day to day decision making.”

Sami Gilroy. Digital Strategy Manager, Spell & The Gypsy Collective

SPELL & THE GYPSY
COLLECTIVE

Board, CEO, Management Keynote / Intensive



*“Sonia provided my franchise business with tangible insights that **revolutionized** how we look at product development and menu design. Her hands-on guidance took us through our first nudge, which **boosted revenue instantly** and her methods will undoubtedly continue to impact our performance for years to come.”*

Maria Collyer, Founder, Board Member, Entrepreneur of the Year
naked juice bar, Sweden



AIM: BE Empowered



BEFORE



AFTER

Learning Event

DEPARTMENT
INDUSTRY
INNOVATION
& SCIENCE

Entrepreneurs
Programme



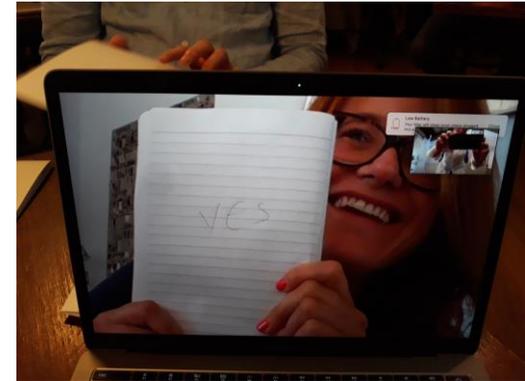
Intensives

Day 1: Entire Team Upskill

Day 2: Exec / Management



Candlefox.



*“EPIC. EPIC. That was EPIC.
Thank you for holding my team for 2 days”
(Aust, NZ GM, UK GM)*

Zig van der Sluys, CEO Candlefox

Proven Results

<p>\$12+ Million saved</p> <p>Top 200 Company – for internal issue</p>	<p>\$2-3M saved</p> <p>Pharmaceutical company cancels DTC campaign proven not to change behaviour</p>	<p>50+ individuals change habits and behaviours</p> <p>Applying Commitment Contracts for change</p>	<p>24% increase in on-line revenue</p> <p>For on-line fashion retail sales (USA & Australia)</p>
<p>8 out of 10 purchases</p> <p>For air conditioning company for product with highest gross margin</p>	<p>69% v 33% Nudge v Control</p> <p>Govt increase in business rate payments on time</p>	<p>5% increase in revenue in 6 weeks</p> <p>For Franchise to then roll out across 24 stores (Sweden)</p>	<p>200% increase in price</p> <p>For new customers of communication app</p>
<p>60% increase in price</p> <p>For renewals of existing customers of communication app</p>	<p>6x increase in EDM click through rate</p> <p>Pharmaceutical company wanting to “Test if B.E. really works”</p>	<p>\$1.8M saved</p> <p>Pharmaceutical company cancels DTC campaign proven not to change behaviour</p>	<p>6x increase in price</p> <p>Zero pushback from customers. Client then able to sell business within 6 months</p>

GAME CHANGING SPEAKING TOPICS

Tailored for 1 hour Speaking Events to ½ day Intensives



Introduction to Behavioural Economics in Business Most businesses are unconsciously using business models that have been around since 1899. You don't drive a car from 1899. You don't use appliances, or wear clothes from 1899. Yet you are still happy to use these outdated models in business and don't realise you are using them. Hear Nobel Prize winning insight that will shatter paradigms and beliefs that no longer serve you. Understand how the brain works to change behaviour. Learn the unconscious heuristics (short cuts) that lead to cognitive biases and how to disrupt them. Humans are predictably irrational. You can change behaviour by leveraging heuristics and biases, and make more money. Understand how to run B.E. experiments for proven outcomes and measured results. Try behavioural economics within 24-48 hours and measure the direct impact on your bottom line within a month.

5 Ways to Apply Behavioural Economics to Improve Productivity by 30%, each. Hear Nobel Prize winning insight that changes the game for business. Today understanding the brain is your business. You can Improve outcomes by 30% for every major business decision. Learn how to apply behavioural economics "nudges". These small interventions can have powerful impact on your productivity and bottom line. Learn 5 of them and start using them immediately in your business.

Irrational Pricing Wins! Designed to save and make you more money.

Did you know 90+% of the decisions your customers make when spending money are unconscious? Understand why *Irrational Pricing Tactics Wins!* Designed to empower you around money, pricing and packaging so you can compete more effectively. Hear Nobel Prize winning insight to: Understand why people buy; Understand the 2 systems of the brain and how people engage and disengage with your product and pricing; Know why heuristics (the short cuts the brain makes) and biases are more powerful than your product and price; Learn how to apply 19 behavioural economics interventions that have nothing to do with your current product or price, and are why people buy, that will increase your bottom line. Experiment and measure behavioural economics interventions and the direct impact on your bottom line within a month.

Why People Don't (Can't) Save and Plan. Understand the basics of human behaviour and how customers brains are hardwired. This event shares easy to understand insights on why people are focussed on the present and have difficulty saving and planning for their future self. Learn how to apply these insights to change behaviour for better financial and life outcomes for your customers. Simple behavioural economic interventions to use and incorporate in your daily business, advertising, communications and every product

GAME CHANGING SPEAKING TOPICS cont

1 hour Speaking Events & ½ day Intensives

Improve Outcomes - The Pre Mortem Intensive

We take a real life business decision you are about to implement and improve the outcomes. Using a current key decision you are about to make, we apply the pre-mortem process to a real life example to change outcomes for your business. Proven to consistently change outcomes by 30%. A *must- have* process for every business serious about improving outcomes, productivity and profitability.

Friction Mapping / EAST Solutions Intensive

What area of your business is causing grief? We take a real life challenge and with the team directly involved run a Friction Mapping exercise. This powerful format allows for dissent so everyone gets to speak up and share what isn't working, in a positive and powerful solutions orientated approach. Next we map out quick win and longer term solutions using the EAST framework. Powerful and new processes that directly impact outcomes using behavioural economic interventions

Successfully Reach your Goals

Understand how your brain works for and against you and finally learn why you can't accomplish the goals you set. Then learn how to triumph every time. You will transform how you set and achieve goals for the rest of your life. Proven to take you from 0% failure to 86% success. Master these 10 behavioural science insights and create your own Commitment Contract for change. Your new process for goal setting and attainment can change your life.



Popular Topics

- ✓ Irrational Pricing Wins!
- ✓ Introduction to Behavioural Economics in Business
- ✓ How to Apply Behavioural Economics to Improve Productivity
- ✓ How to Change Behaviour and Finally Reach your Goals. Move from 0% to 85% success TODAY!

Topic names can be changed to suit the style of your event



OR Tailored for your Industry

Recent tailored events include:

- ✓ **How Behavioural Economics is Changing the Game in Healthcare**
- ✓ **Reframing the conversation. Behavioural Economics and behaviour change**
- ✓ **Introduction to Behavioural Economics and Government**
- ✓ **Introduction to Behavioural Finance**
- ✓ **Behavioural Economics to Understand Consumers in Aged Care**
- ✓ **Understanding the Brain and Psychology in Communication (Education)**

Ask Sonia to design something for you

With an Extended
Global Team

Global Experts in Measured Outcomes

Strategic Consulting

Behavioural Economics & Behavioural Science

Statistical & Data Analytics

Behavioural Design

Design Sprints & Digital Prototypes + Build

Global Talent

<p>Sonia Friedrich (Byron Bay)</p> 	<p>Ricardo Maldonado (Sydney)</p> 	<p>'Syke' Sayuru Kulupana (Sydney)</p> 	<p>Sabrina Lakhani (Vancouver)</p> 	<p>Maribel Ayala (Scotland)</p> 
<p>Lead B.E. Strategist</p>	<p>Head Statistician</p>	<p>Statistical Analyst</p>	<p>Applied Behavioural Scientist</p>	<p>Head of Behavioural Design</p>

Your Team have worked with: George Patterson, Consensus Research (Hugh Mackay) Optus, Hyundai, Arnott's NSW Govt, Barclay Card, GE Oil & Gas

With Global Collaborations and Resources

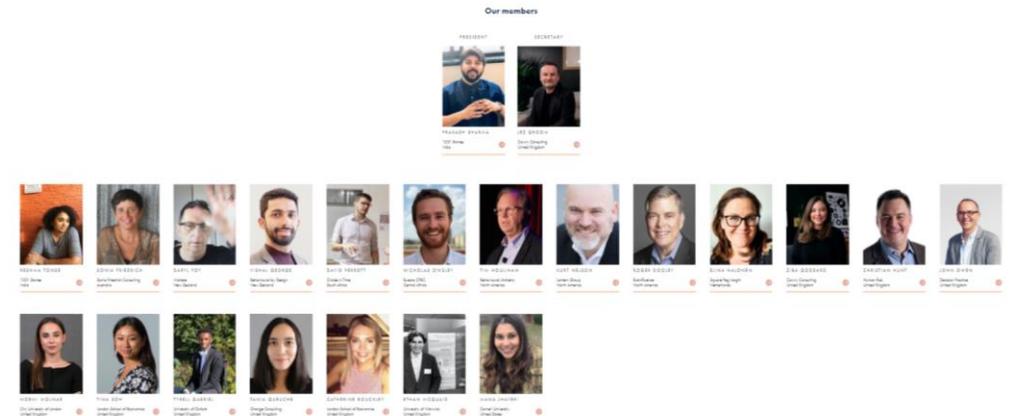
Sonia is a Founding Member of **Diversifi** – A Collaboration of 13 Independent BeSci Practitioners working on global projects



Diversifi - Global Client Expertise



Diversifiglobal.com

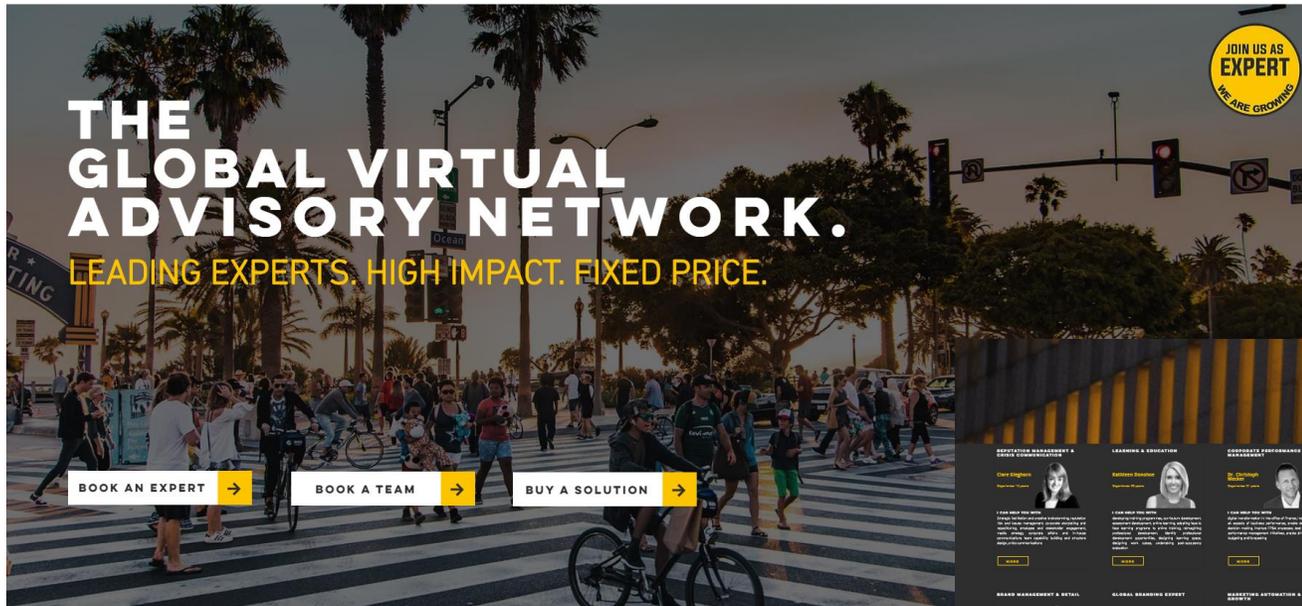


With Global Collaborations and Resources

Sonia is a Founding Member of **Helperstreet** – A Collaboration of Independent Experts working on global projects

helperstreet

HOME EXPERT ONE EXPERT LAB EXPERT PAK ACADEMY TOOLKITS INFO   Log



Helperstreet.com

WE'RE HERE TO HELP

Our experts are each unique in their own right, bringing with them an unmatched career in their area of specialty, a lifetime of real-world success, leadership, and business building.

Our experts are carefully selected and curated to ensure relevance, responsiveness, and quality, supported by the above-the-ordinary.

OPERATIONAL MANAGEMENT & TEAM COORDINATION  I CAN HELP YOU WITH: I have 15 years of experience in operations management, including 10 years in the retail industry. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	LEARNING & EDUCATION  I CAN HELP YOU WITH: I have 15 years of experience in learning and education, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	OPERATIONAL PERFORMANCE MANAGEMENT  I CAN HELP YOU WITH: I have 15 years of experience in operational performance management, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	CREATIVE & ADVERTISING  I CAN HELP YOU WITH: I have 15 years of experience in creative and advertising, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	RESILIENCE AND WELL-BEING  I CAN HELP YOU WITH: I have 15 years of experience in resilience and well-being, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	USER EXPERIENCE & PRODUCT DESIGN  I CAN HELP YOU WITH: I have 15 years of experience in user experience and product design, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	SALES & BUSINESS DEVELOPMENT  I CAN HELP YOU WITH: I have 15 years of experience in sales and business development, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	COMMUNICATION STRATEGIES IN ORGANIZATIONAL  I CAN HELP YOU WITH: I have 15 years of experience in communication strategies in organizational, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	CYBERSECURITY & DIGITAL SECURITY  I CAN HELP YOU WITH: I have 15 years of experience in cybersecurity and digital security, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	PERSONAL BRANDING  I CAN HELP YOU WITH: I have 15 years of experience in personal branding, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	CULTURAL INTELLIGENCE & CROSS-CULTURAL  I CAN HELP YOU WITH: I have 15 years of experience in cultural intelligence and cross-cultural, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.
HR MANAGEMENT & RETAIL  I CAN HELP YOU WITH: I have 15 years of experience in HR management and retail, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	GLOBAL BRANDING EXPERT  I CAN HELP YOU WITH: I have 15 years of experience in global branding expert, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	MARKETING AUTOMATION & CRM  I CAN HELP YOU WITH: I have 15 years of experience in marketing automation and CRM, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	ASIAN MARKET GROWTH EXPERT  I CAN HELP YOU WITH: I have 15 years of experience in Asian market growth expert, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	BUSINESS TRANSFORMATION  I CAN HELP YOU WITH: I have 15 years of experience in business transformation, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	MARKETING EXPERT  I CAN HELP YOU WITH: I have 15 years of experience in marketing expert, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	EXPERIENTIAL MARKETING & EVENTS  I CAN HELP YOU WITH: I have 15 years of experience in experiential marketing and events, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	HR TRAINING & PEOPLE DEVELOPMENT  I CAN HELP YOU WITH: I have 15 years of experience in HR training and people development, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	LEADERSHIP & TEAM DEVELOPMENT  I CAN HELP YOU WITH: I have 15 years of experience in leadership and team development, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	HRD/HR & LOGISTICS  I CAN HELP YOU WITH: I have 15 years of experience in HRD/HR and logistics, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	INDUSTRIAL PROCESS AUTOMATION & AI  I CAN HELP YOU WITH: I have 15 years of experience in industrial process automation and AI, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.
PROCESS OPTIMIZATION & CUSTOMER EXPERIENCE  I CAN HELP YOU WITH: I have 15 years of experience in process optimization and customer experience, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	INTEGRATION STRATEGY & MARKET RESEARCH  I CAN HELP YOU WITH: I have 15 years of experience in integration strategy and market research, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	HRM, HUMAN CAPITAL MANAGEMENT & HR  I CAN HELP YOU WITH: I have 15 years of experience in HRM, human capital management and HR, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	CORPORATE GOVERNANCE & RISK MANAGEMENT  I CAN HELP YOU WITH: I have 15 years of experience in corporate governance and risk management, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	IMPLEMENTATION & CHANGE MANAGEMENT  I CAN HELP YOU WITH: I have 15 years of experience in implementation and change management, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	INTERNATIONAL ECONOMIC STRATEGIES  I CAN HELP YOU WITH: I have 15 years of experience in international economic strategies, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	ERP & SYSTEM ARCHITECTURES  I CAN HELP YOU WITH: I have 15 years of experience in ERP and system architectures, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	NEW BUSINES & CHANGE MANAGEMENT  I CAN HELP YOU WITH: I have 15 years of experience in new business and change management, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	ACQUISITION & MERGERS  I CAN HELP YOU WITH: I have 15 years of experience in acquisition and mergers, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	TRANSFORMATION & BUSINESS STRATEGY  I CAN HELP YOU WITH: I have 15 years of experience in transformation and business strategy, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.	NEW BUSINES & CHANGE MANAGEMENT  I CAN HELP YOU WITH: I have 15 years of experience in new business and change management, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.
START-UPS & BUSINESS MANAGEMENT  I CAN HELP YOU WITH: I have 15 years of experience in start-ups and business management, including 10 years in the corporate sector. I have led teams of up to 500 people and have been responsible for the overall success of the organization. I have a proven track record of improving efficiency, reducing costs, and increasing customer satisfaction.										

Why Sonia?



“Amazing; Enlightening; Inspiring”

Sonia Friedrich has been called a **“Growth Hacker”**. She is leading expert and keynote speaker. Sonia **empowers people** by showing how to apply behavioural economics interventions in business and in life. Her aim is that people begin to implement B.E. ideas within 24-48 hours and start to measure the direct **impact on the bottom line** in less than 1-2 months. Her proven results are truly **game changing**.

People want Sonia's brain...coupled with her ability to connect and communicate, her open presence, honesty, and trust.

Sonia has saved clients millions of dollars and made others millions of dollars. She has helped build individual brands up to \$250M in Australia and New Zealand; has repositioned companies; restructured businesses and helped save small businesses from closing their doors. She has worked to help one Top 200 clients start solving a \$99M challenge using Behavioural Economics. CEO's and GM's hire Sonia to Mentor them in B.E. and change their business model. Sonia was the General Manager for GREY Healthcare Advertising, Sydney and had a career for more than 20 years in the pharmaceutical industry – working with MSD, Pfizer, AstraZeneca, Eli Lilly, Allergan and more. She has inspired start-ups and entrepreneurs and works with businesses of any size, from multi-national Fortune 500 companies (she has worked with many); to solo Directors; across all industries. She will work with anyone who wants the edge for themselves, their brand, their business, or their industry. Sonia has clients in Australia, Germany and Sweden. Sonia was invited to be a founding member of both Diversifi and Helperstreet – Hand selected experts offering virtual consulting services globally.

Sonia quickly develops trust with her clients and audiences. She can hold a room as few can. As an **inspirational speaker** she is able to captivate audiences with her style and content. *“Amazing”* is what audiences consistently say. She takes complex problems and effortlessly makes them simple. Sonia is renowned for her clarity *and* has created models that apply Nobel Prize winning knowledge + experimental research in behavioural economics, to **shatter entrenched paradigms and transform industry**. She was a speaker at Nudgestock Global 2020, Cowry Consulting Summer School (London), AIPA. Upcoming events are Co-lecturing at City University (London) and KPMG Faculty for High Growth Ventures Founders Programme in 2021. Sonia employs a team of Statisticians, Data Analysts and applied Behavioural Scientists, to prove measured outcomes of B.E interventions.

Sonia loves working with CEO's, Company Directors & Key Executives at the forefront of their industry. Why? Because this is where decisions are made...*immediately*. Sonia also works with businesses in crisis, and is known for her confidential handling of sensitive issues. She is a Mentor to business owners. Many clients fly for intensives and consultations with Sonia to Byron Bay. She will travel upon arrangement. **Call Sonia now - Behavioural Economics is Your Business.**

Be Amazed!

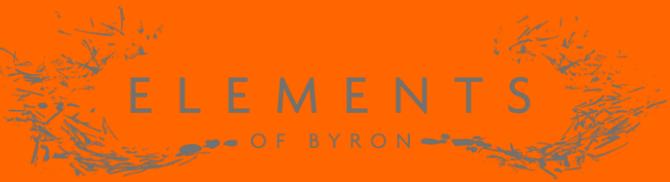
Bring your team to
Byron Bay.

Clear thinking often happens away from the office where there are no disruptions. If you can make it to Byron, I'd love to see you here.



Come Away

Preferred Venue
Partner



400 to 14 people

Select your audience room requirement. With rooms seating up to

400
150
60
30
14

COVID Restrictions may
apply



HANDOUTS COMPLETE YOUR EVENT

Write your notes here...



It's a NO BRAINER!

BEHAVIOURAL ECONOMICS

INTRODUCTION

The following insights, heuristics and biases from behavioural economics represent a sample from more than 600 'nudge' opportunities that influence behaviour. These are a guide to help you get started with behavioural economics. It is suggested you experiment, measure impact, and find the ones that work optimally for you.

B.E. Insight	Example	How can you apply this in your business? How can you experiment and measure change?
1. Oaths Make Us Honest The mere contemplation of a moral benchmark changes behaviour. When temptation arises an oath stops unwanted behaviour, and influences desired behaviour. Create oaths for everyone to read at the beginning of a meeting and you will influence the performance and outcomes of the meeting based on the values written in the oath. Make sure you create a new oath each meeting, that is not a	<i>Example: Participants completed a very simple math exercise. When done, the first set of participants (control group) are asked to hand in their answers for independent grading but the second set are subsequently asked to report their answers and asked to report the latter hand in their answers: hence the temptation to cheat in the</i>	



It's a NO BRAINER!

BEHAVIOURAL ECON

A-Z R

S

NEW YORK TIMES BESTSELLER

REVISED AND
EXPANDED EDITION

A NOTABLE BOOK
The New York Times
Book Review
OF THE YEAR

PREDICTABLY IRRATIONAL

The Hidden Forces
That Shape Our Decisions

DAN ARIELY

"Sly and lucid. . . Revolutionary."
New York Times Book Review

HANDOUTS TEACH B.E. APPLICATION

The B.E Insight is defined

An example is given to show how to bridge the insight and use it



It's a NO BRAINER!

BEHAVIOURAL ECONOMICS

BRAIN PSYCHOLOGY TO IMPROVE PRODUCTIVITY & OUTCOMES

1

The following insights, introduce you to behavioural economics interventions you can use to improve productivity, outcomes and change behaviour. It is critical you understand how you will measure success. Behavioural economics always aims to create “nudge experiments” with the same rigour as a randomised controlled trial (RCT). You want to know your baseline measurement before you begin. Then set an experiment against a control. The control arm is what you would normally do. Every business and customer group are different. It is suggested you experiment, measure impact, and find the ones that work optimally for you. Let me know how you go.

B.E. Insight	Example	How can you apply this in your business? How can you experiment and measure change?
<p>1. Status Quo Bias: Status quo bias happens when you prefer things to stay the same by doing nothing, or by sticking with a decision you have previously made. This is an emotional bias where the current baseline is taken as a reference point, and any change from that baseline is perceived as a loss</p>	<p><i>Example: One of your staff is not performing yet you wait 6 months hoping they will improve their performance. Then you hope they will leave off their own accord, because you prefer not to have a difficult conversation. You then justify why they aren't so bad and you might not find anyone better – because you don't want to go through the process of finding another employee. Even though this employee is costing your business every day</i></p>	
<p>2. Oaths Make Us Honest The mere contemplation of a moral benchmark changes behaviour. When temptation arises an oath stops unwanted behaviour, and influences desired behaviour. Create oaths for everyone to read at the beginning of a meeting and you will influence the performance and outcomes of the meeting based on the values written in the</p>	<p><i>Example: Participants completed a very simple math exercise. When done, the first set of participants (control group) are asked to hand in their answers for independent grading but the second set are subsequently given the answers and asked to report their own scores</i></p> <p><i>At no point do the latter hand in their answers; hence the temptation to cheat. In this experiment, some</i></p>	

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Room for notes

Thank You

*"I look forward to amazing
your audience too"*
Sonia

BOOK SONIA now for 2020/21/22

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Appendix

What is Behavioural Economics?

What Others Say...

What is Behavioural Economics?



B.E. Empowered!

Behavioural Economics

A method of economic analysis that applies psychological insights into human behaviour, to explain economic decision-making

How you take risks, make choices and spend money

Understanding the Brain is Your Business



Nobel Prize winning insight, together with thought leadership from around the globe has given us new evidence on human behaviour. Today understanding the brain is your business. It turns out humans are irrational and mostly unconscious to the decisions they make. However, they are **predictable** in their **irrationality**. And here is the **gold** to changing behaviour. I take academic knowledge and experimental work from thought leaders, behavioural economists and psychologists worldwide, including Daniel Kahneman, Dan Ariely, Richard Thaler, Cass Sunstein and more, and bridge this knowledge for the business world.

I will share with you how to apply B.E. interventions and measure them for proven success in your business and with clients.

The New Model – Change Behaviour

Outdated Model

The **AIDA model** has been around since 1899! Yet it is still used by many businesses today. It is still the preferred process to *attempt* to change behaviour. You don't drive a car from 1899. So why use and rely on business models from 1899 and think you are being competitive? It's time you apply the latest Nobel prize winning insight of behavioural economics. Behavioural Economics leapfrogs traditional and outdated method and directly changes behaviour. AND you measure results to prove what works for your brand and business. You no longer need to hope (or guess) your advertising and promotional spend will work.

~~Awareness~~
~~Interest~~
~~Desire~~
~~Action~~



Change Behaviour

*"If it doesn't change
behaviour – you don't
do it. It is that simple!"*



Heuristics and Biases are Predictable

A-Z of Behavioural Economics Heuristics & Biases

A - Anchor, Affect, Availability, Attention, Adaptation; B - Brand Engram, Bias C - Choice Architecture, Choice Overload, Commitment, Context, Cognitive biases, Confirmation bias, Cue, Certainty effect, Cold; D - Defaults, Decoys, Discounts, Dual System theory, Decision fatigue, Duration neglect, Diversification bias; E - Ego, Emotion, Emotional Brain v Rational Brain, Endowment effect, Experiment, Experiencing self, Effort; Expectation effect: F - Free, Framing, Focussing Illusion; G - Gain; H- Habit, Halo Effect, Hardwire, Herd, Hedonic adaption, Hot v Cold states (empathy gap), Hypothesis, Hindsight, Hyperbolic discounting; I - Inertia, Imprint, Intuition, Irrational, Illusion; J- Judgement; L - Least effort, Loss aversion; M - Memory, Market Norms v Social Norms; Mirroring; N - Nudge, Norms; O - Opt out v opt in, Overwhelm, Optimistic bias, Overconfidence effect, Ownership effect; P - Pain of paying, Prospect Theory, Procrastination, Pre-commitment, Predictable, Priming, Possibility effect, Peak end rule; R - Resemblance, Risk, Relative Value, Rational Brain v. Emotional Brain, Reward, Remembering self, Reciprocity, Ratio bias, Redundancy effect; S- System 1 and System 2, Scarcity, Social Norms v Market Norms, Split Test, Substitution, Saliency, Status Quo bias, sunk cost fallacy; T - Theory; U - Uncertainty, Utility; V - Value; W - WYSIATI; Z - Zero Price Effect

660 +

You like simple!



There are more than **660 heuristics and biases** that you use mostly unconsciously when making choices, taking risks and spending money. People (you, me, your employees, customers and everyone in the community) use heuristics (short cuts) that lead to cognitive biases (systematic error).

You can **dial up or dial down** many of these heuristics and biases and directly **change behaviour**. From understanding your status quo bias, to your optimism bias, defaults, decoys, and so much more - adding the learning from Behavioural Economics and Neuroscience to your business challenges, both internally and externally, is the innovation that truly **changes the game**.

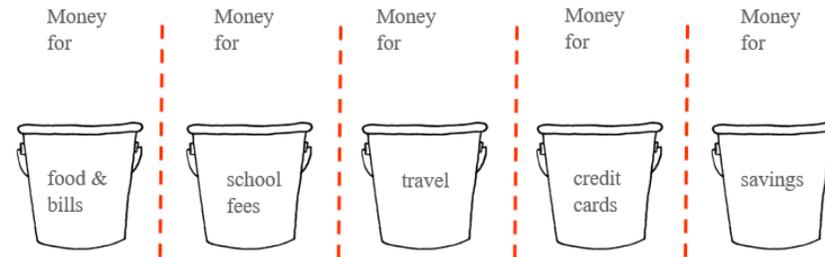
Example

Here's an Example of a Heuristic: Mental Accounting

Your brain doesn't think of the total money you have. Instead it compartmentalises money. In your brain, money does not cross from one 'mental bucket' to another, this therefore influences how you both spend, and save money.

This is unconscious, irrational, yet predictable...like all heuristics and biases

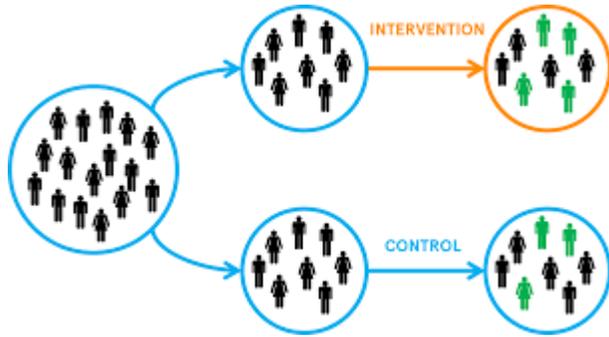
Potential Impact: Example - If a customer saved \$500 on the cost of a holiday they are likely to think "WOW I have an extra \$500 spending money", rather than think they can use the money to pay off their credit card debt which is costing them 19% interest, and be financially better off



- You think of money in terms of 'buckets'
- You to treat money differently, depending on how you receive the money, and how you intend to use it
- You don't think of the overall bottom line
- In doing so, you make decisions on each 'bucket' or 'mental account' separately
- This makes you unable to see or benefit or the big picture, of the entire sum of the money you have

Proof it Works – We Measure Everything

Why else is Behavioural Economics Different? We Pilot and Prove ROI before investing further



*“If it doesn’t change
behaviour – you don’t
do it. It is that simple!”*



Unlike traditional marketing methods or business solutions, where money is spent and it is difficult to determine what specific activity gave you a direct return, behavioural economics prides itself on taking the *guesswork* out of solutions. It also prides itself on knowing if an intervention failed so that your risk and investment is minimized prior to full roll-out.

The **gold standard** and the ideal, are to run the **B.E. Nudge Experiments** with the same rigor as a **randomised control trial**. There may be more than one intervention group against the control. The ideal then is to use **statistical** methodology and data analytics to establish baselines and then measure the pilot against these.

We **pilot** nudges first, and gain **proof** of outcomes, and only then do we roll out what we know is proven to work for the business. This reduces time, effort, spend and sets the highest chance for optimal outcomes. It means no one can criticise the activity and finally, this proven method builds IP for your business.

Once nudge results are in, then we either roll-them out, or pivot based on learning. We continue to measure success to ensure every B.E. intervention works across the business, long-term.

Appendix

What Others Say...

Others Say...



*Sonia's presentation dealt with how BE insights may be applied to drive behaviour change in those with an addiction to smoking. Particularly **impressive** was the manner in which Sonia combined the theory and concepts underpinning BE with **practical tools** and tips that the audience could take back to use to try and help their patients to quit smoking..."*

Keynote Speaker: Exchange Summit, Sponsored by Pfizer
Daryl Joseph, Senior Business Director. Ogilvy CommonHealth

*"The **delegate engagement was tremendous** and truly got everyone chatting about what could be done at store level..."*

*Beyond conference, our group has gone on to utilise the skills taught by Sonia and experimenting on so many different levels, and sharing the results with other retailers, so the learning continues. **I must confess to having never seen such follow through from a conference event before***

Sonia is such a confident presenter and knows the subject matter inside out. She engaged the audience while she spoke, had bright and captivating presentations, and truly had the audience participating with enthusiasm. I would highly recommend her for any conference or training day without hesitation"

Karen Justice, CEO, Just for Pets – National Conference

Others Say...



Sonia is very passionate about BE, with a lot of cross industry experience to share. Sonia provided a fast paced, thought provoking session. She really challenged the way we think about bringing about behavioural change. The feedback from our participants was that it was 'refreshing' and had immediate application.

Keynote Address: National Marketing Conference

Jennifer A Grech. Director Commercial Excellence. Australia & New Zealand



*"Sonia's **blew our minds** with her insights in to how the brain works and how to capture and engage our customers and shift their perceptions and behaviours using simple and effective frameworks and techniques...*

*We found **incredible value** out of our session and we only wished we had more time to get more of her wisdom into our business!*

*I **have no hesitation in recommending her**, across a myriad of organisations both large and small.*

Johann Kim, Director. – EO CEO Retreat, Byron Bay

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*Thanks once again for the **disruption!** I am a true fan of your events. Are nudges the new black? Is irrational now rational? How many lightbulb moments can you have in one day? What sounds complex is actually quite basic, with your insightful & joyful mentoring I can feel my brain slowly being unwired and embracing the tools of behavioural economics. We've **successfully** implemented a number of nudges into our business and not afraid to experiment on different ideas which will always keep us **ahead of the game**. Until the next one.... Keep on nudging on!*

Carmen Finch. Director – SamiKata Events



*"...extremely professional and well received with a **rating of 9.3***

Some members implemented actions immediately...

*We would **highly recommend Sonia** and her presentations on 'Behavioural Economics'. We are looking to when we can get her back". James Fogarty – President EO SA Chapter*

"That was brilliant. We were thinking we would have to look for international speakers. We don't." Past President, Entrepreneur Organisation, SA.

Others Say...



We went on to engage Sonia in a consulting capacity with a view of taking the hood off the company and identifying key areas we could apply B.E. to transform performance and revenue. Sonia's approach was 2 pronged:

- *Investigate & Review - Develop & Test*
- *Coach management and team members to ensure confidence and buy in*

*The results have been stunning and we have seen an **immediate improvement on our revenue line**. Sonia, is extremely sharp, professional and thorough, her ability to identify opportunities and quick wins **sets her apart and has transformed our company**.*

Melissa Brideson, CEO & Founder Schoolstream



Healthcare
Communications

*"Surprising, thought provoking and **enlightening**. It has completely changed the way I think and approach problems, both professionally and personally. I can't recommend highly enough to everyone. **The shift it creates is invaluable.**" -*

Jaz Real, Commercial Director and now GM of Zest

"On par with "Branded" International Management Courses."

Sue Sinclair, Commercial Director Zest, and past participant of Wharton Executive Leadership Course

"I wish I knew this yesterday before our meeting where we got slammed. I would have done so much differently" Director (Govt)

"I've been to a lot of presentations. I looked around the room, there were "oohs" and "ahhhs". You had everyone captured for 1 hour and 20 mins. You could hear a pin drop."- CEO PR Agency

Behavioural economics
is your business

Contact Sonia Today

Keynote Speaker
B.E. Strategic Consultant
Mentor

BOOK SONIA now for 2021/22

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