



Choice Architecture:

Identifying new points of intervention for efficiency and success

an essential workshop
for key managers



An introduction to Choice Architecture

With the advent of the Obama Presidency, the philosophy of Choice Architecture has become established as the principal philosophy behind the design of America's economic and social revival.

Choice Architecture is built on a powerful but subtle blend of systems design, behavioural economics and positive psychology. It involves redesigning choices that respond to aspirations rather than existing processes and builds on logical simplicity rather than accumulated complexities.

Inherent in Choice Architecture is the capacity to free communities from the passive consumption of government services and create an environment where more active participation in choice design saves money, creates jobs and establishes ecological and social sustainability.

Choice Architecture will challenge and confront those who make big decisions in government and business and will reward them equally with the prospect of effective and self-motivated community response.

CHOICE ARCHITECTURE

why adopt choice architecture?

Choice Architecture establishes a capacity to motivate and utilise experience, skills and knowledge which lies dormant within your own organisation, your customer base and your suppliers and alliance partners. It provides an opportunity to fundamentally rethink the nature of your services, products and relationships to ensure your successful participation in radically altered economic systems emerging from the global financial crisis and the new energy economy.

what is the format of the workshop?

The workshop will run for 4 hours and provide your employees with an introduction to Choice Architecture.

The first two hours will be devoted to exploring systems and metasytem design, behavioural economics and positive psychology. It will offer a range of globally referenced case studies, research and policy making.

The third hour will be devoted to facilitated discussion about the application of Choice Architecture in the wider community and the relationship between choices and new directions in government and business decision making.

The fourth hour will concentrate on the application of Choice Architecture in your workplace. What would it look like and what are the implications and opportunities for your organisation?

Pre-reading materials and exercises will be provided to participants two weeks prior to the workshop and will require private study time of approximately two hours.



tony cutcliffe, director, the eureka project

who conducts the workshop?

The workshop will be conducted by Tony Cutcliffe, Director, The Eureka Project. Tony is a creative and energetic facilitator who will challenge every member of your group, whilst developing their confidence and ownership of the Choice Architecture process.

what is the cost of the workshop?

The cost of the workshop is \$1,920 (inclusive of GST) This cost covers a maximum of 10 participants.

when and where?

On confirmation of your booking, we will liaise with your nominated representative to secure a convenient date. Workshops will be conducted at your premises, or your nominated venue.

REGISTRATION FORM

Please complete the details below and return to Eureka at the address listed over. Bookings will not be secured until payment has been received. A tax invoice will be forwarded on receipt of payment.

Organisation:

Address:

Name and title of person responsible for this booking:

Telephone Number: Email address:

Payment method:

cheque (made payable to 'The Eureka Project (Aust) Pty Ltd')

Funds transfer

Account Name: The Eureka Project (Aust) Pty Ltd
Bank: ANZ
BSB: 013 030 Account: 4918-28047