



behaviourCHANGEagency

DRIVING CHANGE USING BEHAVIOURAL SCIENCE

# 2019 Calendar

**CONTEXT MATTERS:** *"Change is possible. Understanding the socio-economic context and evidence from behavioural economics, behavioural biology and neuroscience is critical to developing strategies that can drive positive change." – PAT GOVENDER*

Once upon a time, we believed human beings were rational creatures.  
Today, we know better ... thanks largely to behavioural science. Our actions, it turns out, are governed by an insidious band of cognitive pitfalls we call behavioural biases.  
Consider this calendar a handy introduction – in 12 memorable quotes – to some of the most powerful biases that get in the way of good decision-making.

## **Providing creative behavioural solutions to social and business challenges.**

We bridge insights from behavioural science, data science and the power of creative communications to incite sustainable change in citizens, customers and employees.



**Celebrating 19 years of behaviour change**

## SELF-CONTROL BIAS

Lack of self-discipline in the short term means we fail to act in pursuit of our long-term goals



*"January is always a good month for behavioural economics: Few things illustrate self-control as vividly as New Year's resolutions. February is even better, though, because it lets us study why so many of those resolutions are broken." – SENDHIL MULLAINATHAN*

### JANUARY 2019

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## ALTRUISM BIAS

Acting in the best  
interest of others  
can contribute  
to our own happiness



*"We humans notoriously underestimate how happy it makes us to give to others."*

– NAVA ASHRAF

**FEBRUARY 2019**

F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S							
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## OVERCONFIDENCE BIAS

Excessive faith in ourselves can lead us to overestimate our abilities and judgement



*"We're blind to our blindness. We have very little idea of how little we know. We're not designed to know how little we know." – DANIEL KAHNEMAN*

**MARCH 2019**

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# SALIENCE BIAS

Our tendency to focus on the most prominent information means we risk overlooking less salient factors when making decisions



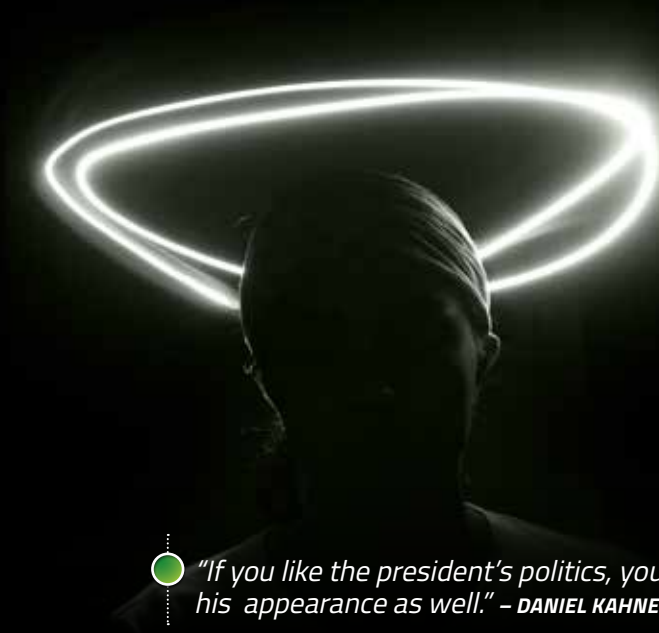
*"A wealth of information creates a poverty of attention." – HERBERT A. SIMON*

APRIL 2019

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## HALO EFFECT BIAS

Our ability to make accurate evaluations of people is affected by our tendency to allow a single trait to influence how we feel about other aspects of that person



*"If you like the president's politics, you probably like his voice and his appearance as well." – DANIEL KAHNEMAN*

**MAY 2019**



## LOSS AVERSION BIAS

We are more sensitive to losses than gains of the same size, so we often fail to pursue beneficial activities out of fear



*"Losses loom larger than corresponding gains."* – AMOS TVERSKY & DANIEL KAHNEMAN

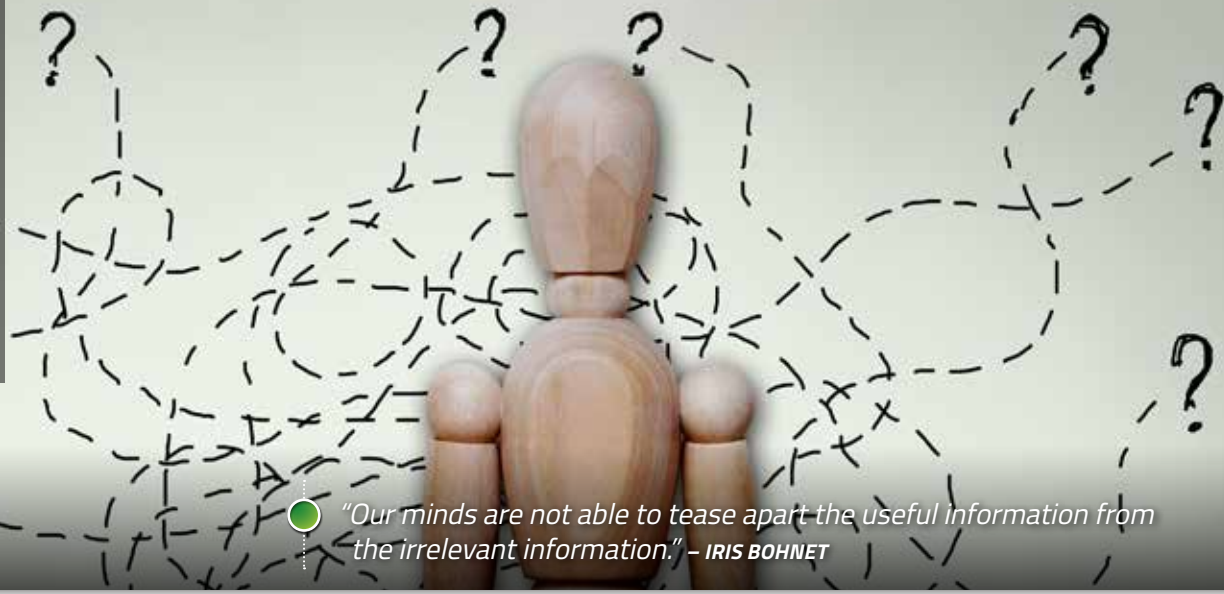
JUNE 2019





# LIMITED ATTENTION BIAS

Information overload  
leaves us effectively blind,  
meaning we're unable  
to distinguish between  
what's useful and what's  
useless



*"Our minds are not able to tease apart the useful information from the irrelevant information." – IRIS BOHNET*

JULY 2019

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## AVAILABILITY BIAS

Basing decisions on information that comes to mind most easily means we can overestimate the significance of things we've been exposed to frequently



*"Often we don't realise that our attitude toward something has been influenced by the number of times we have been exposed to it in the past." – ROBERT CIALDINI*

## AUGUST 2019

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# SOCIAL NORM BIAS

The actions of the majority can be a big motivator for our behaviour



“People are typically more willing to contribute to a public good if they are informed that other people are contributing more than they are.” – HUNT ALLCOTT

SEPTEMBER 2019

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## AVAILABILITY CASCADE BIAS

Our tendency to trust information that's repeated in the public domain can make us accept distortions and fallacies



*"A reliable way to make people believe in falsehoods is frequent repetition, because familiarity is not easily distinguished from truth. Authoritarian institutions and marketers have always known this fact."* – **DANIEL KAHNEMAN**

**OCTOBER 2019**

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## STATUS QUO BIAS

Our tendency to accept the status quo can prevent us from switching to a better course of action



*"First, never underestimate the power of inertia. Second, that power can be harnessed."*

*– RICHARD THALER & CASS SUNSTEIN*

# NOVEMBER 2019

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# PRESENT BIAS

Prioritising the present can prevent us from making the sacrifices needed to reach future goals



*"We all think that in the future, we are wonderful people. We will be patient, we will not procrastinate, we will exercise, we will eat well... The problem is we never get to live in that future."* – **DAN ARIELY**

## DECEMBER 2019

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# 2020

CHANGING BEHAVIOURS  
CHANGING LIVES

January

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February

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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## SA Public Holidays 2020

01 Jan New Year's Day  
21 Mar Human Rights Day  
10 Apr Good Friday  
13 Apr Family Day  
27 Apr Freedom Day  
01 May Workers' Day

16 Jun Youth Day  
09 Aug National Women's Day  
10 Aug Monday Holiday  
24 Sep Heritage Day  
16 Dec Day of Reconciliation  
25 Dec Christmas Day  
26 Dec Day of Goodwill



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[www.behaviourchangeagency.com](http://www.behaviourchangeagency.com) | [info@bcagency.co.za](mailto:info@bcagency.co.za) | +27 21 035 1735

BCA | Block D | Podium Level | The Boulevard | Searle St | Woodstock | 7925