

# Behaviour Change

Diane Burridge  
Chief Executive  
Moneyline

“People will tell you who they are  
But we ignore them  
Because we want them to be who we  
want them to be “

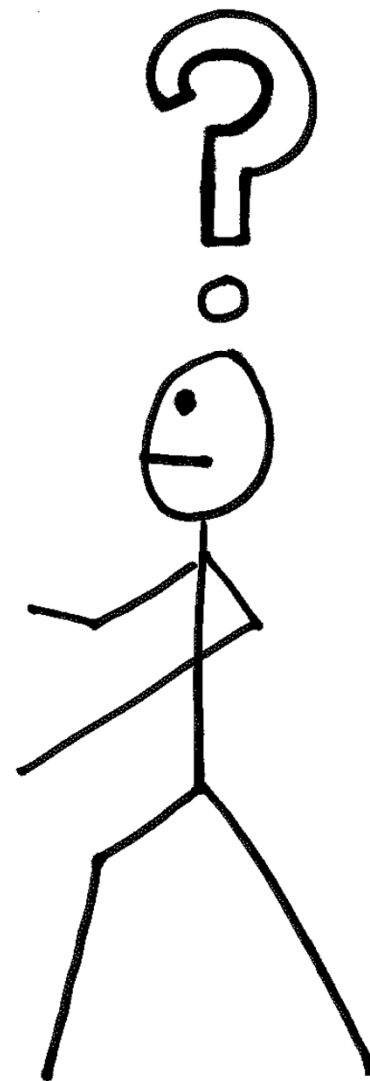
Don Draper

“If you want to design a way of working that channels a certain desired behaviour from your customer start with what benefits them ?”

Diane Burrige

Drawings all my own  
work.....







Where is the  
customer value?

# Understanding Behaviour in financial situations



10% Proactive  
90% Reactive

Who is telling  
me ?

What if I just  
do the usual  
?

Do I stand to  
lose or gain ?

What's  
everyone  
else doing ?

Do I feel good  
or bad ?

What's it to  
me ?

What do I feel  
like doing ?

Am I bought  
into to this ?

How does it  
make me feel  
about me ?

# Savings

separating day to day  
money from money on one  
side

Look at your service through the lens of the customer

What benefits them ?

Where is the value to them?

Adapt to them

Thank You