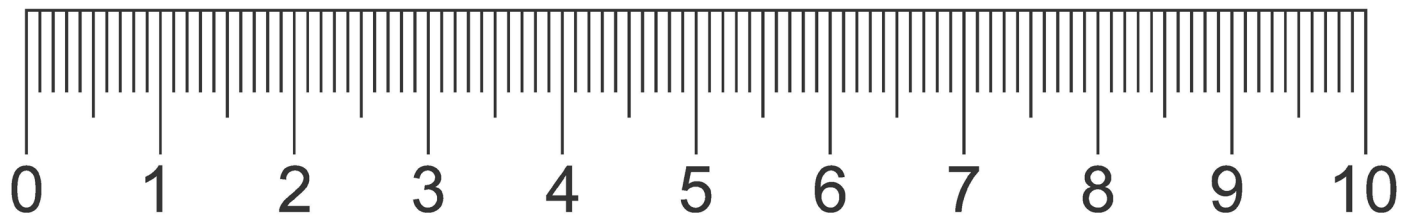
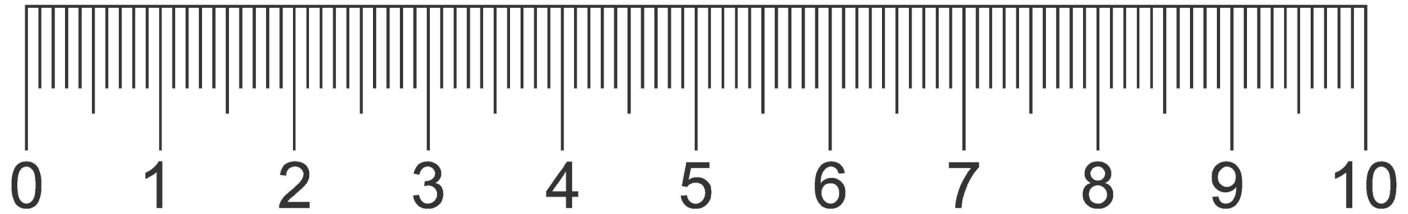
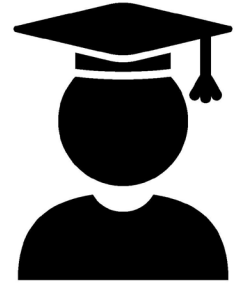


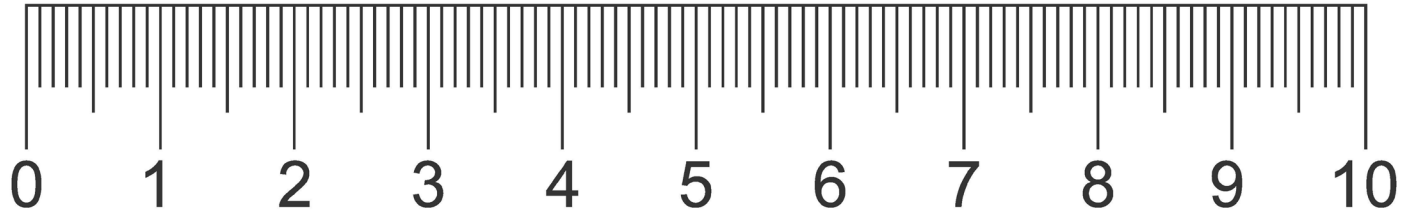
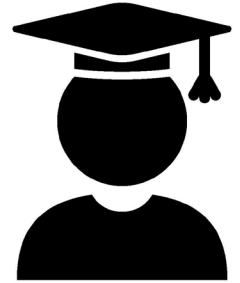
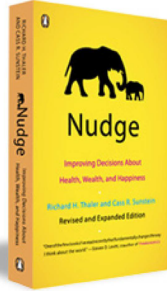


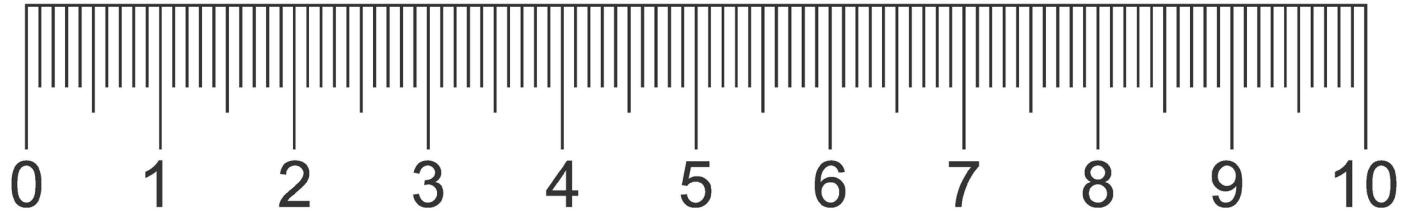
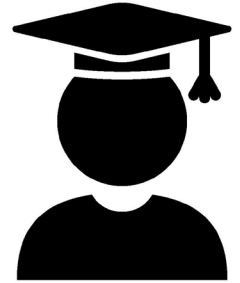
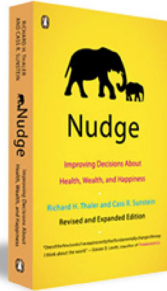
*The One Thing...*

*to rule them all*

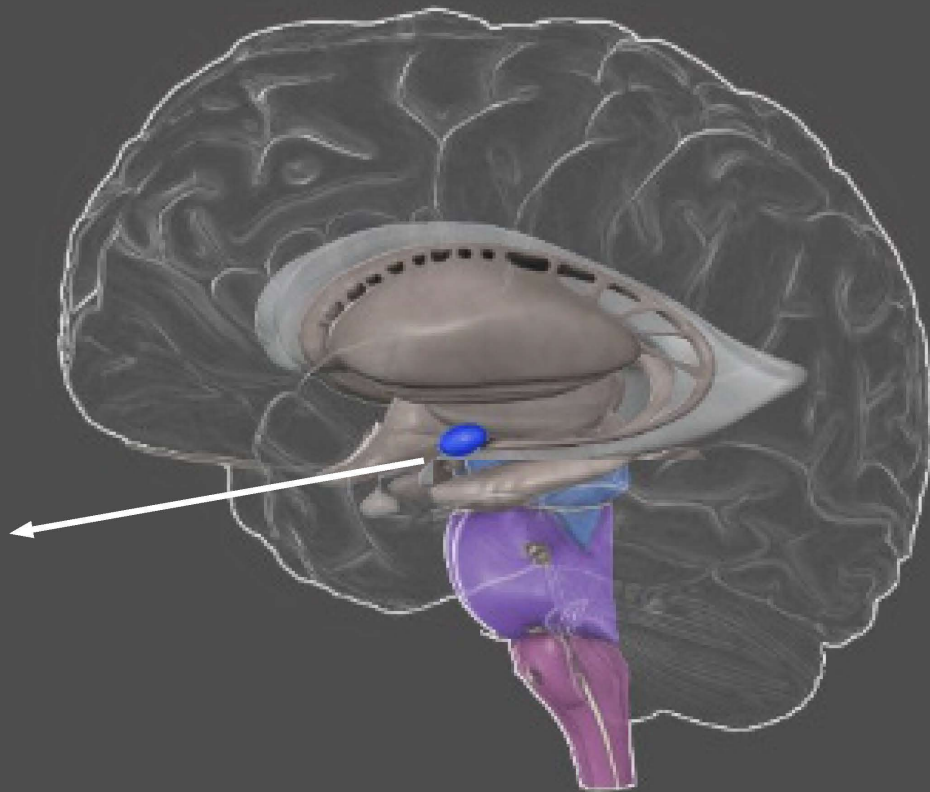






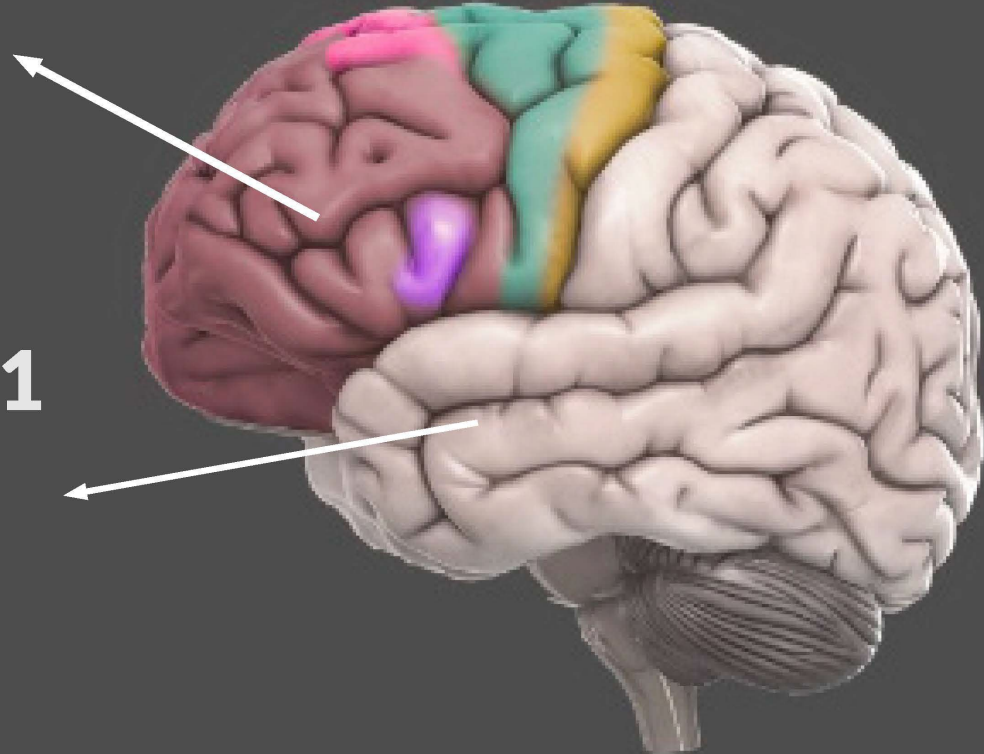


# SYSTEM 1



# SYSTEM 2

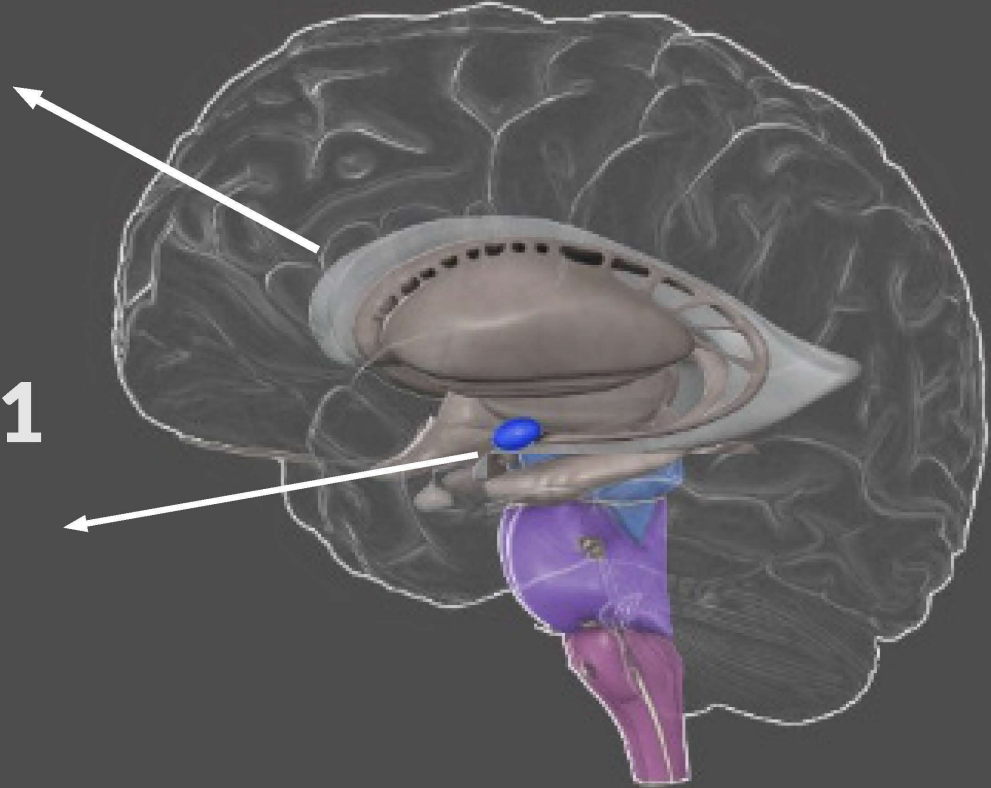
# SYSTEM 1



# SYSTEM 2

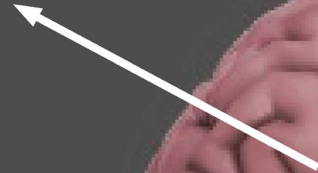
# SYSTEM 1

'Reacts'

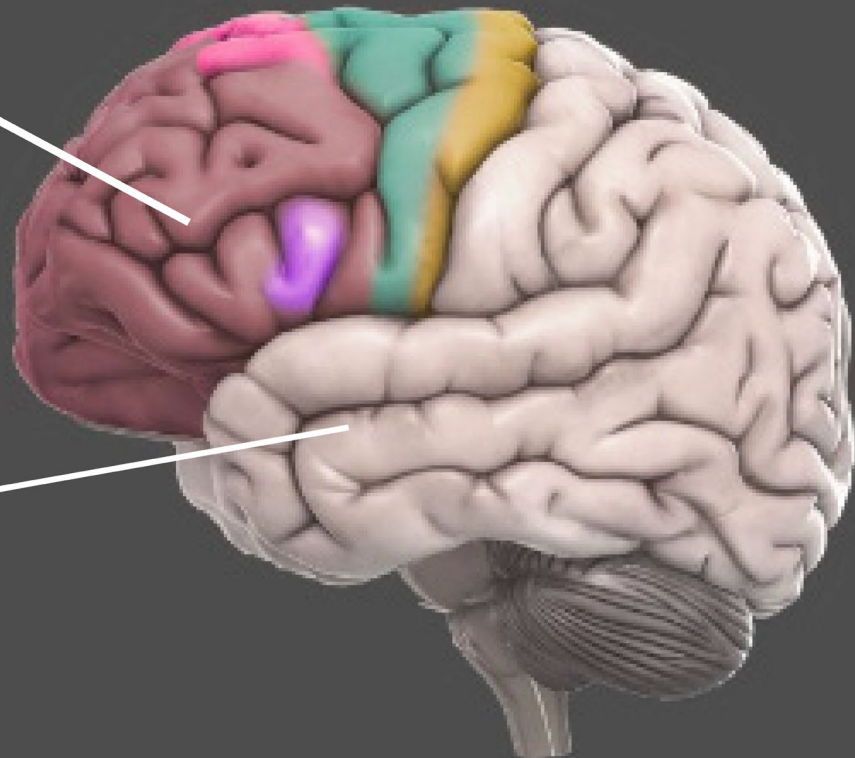




**SYSTEM 2**  
**'Responds'**



**SYSTEM 1**  
**'Reacts'**



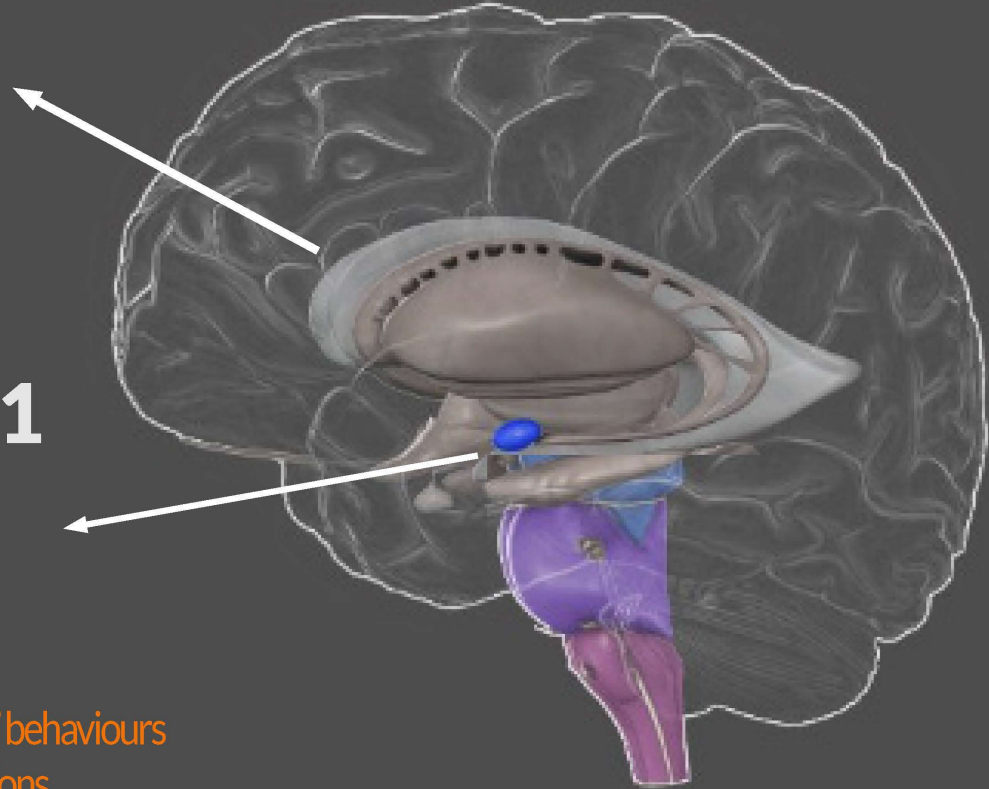
# SYSTEM 2

'Responds'

# SYSTEM 1

'Reacts'

- Fast
- Instinctive
- Emotional
- Automatic 'learnt' behaviours
- Jumps to conclusions



# SYSTEM 2

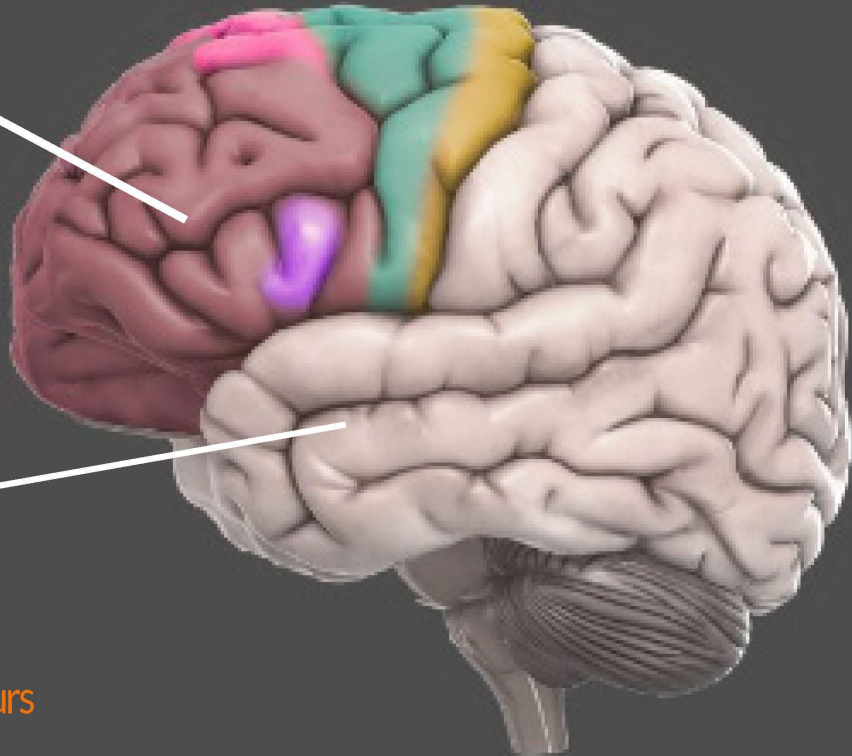
## 'Responds'

- Rational
- Planning
- Slower, considered thought
- Novel situation assessment

# SYSTEM 1

## 'Reacts'

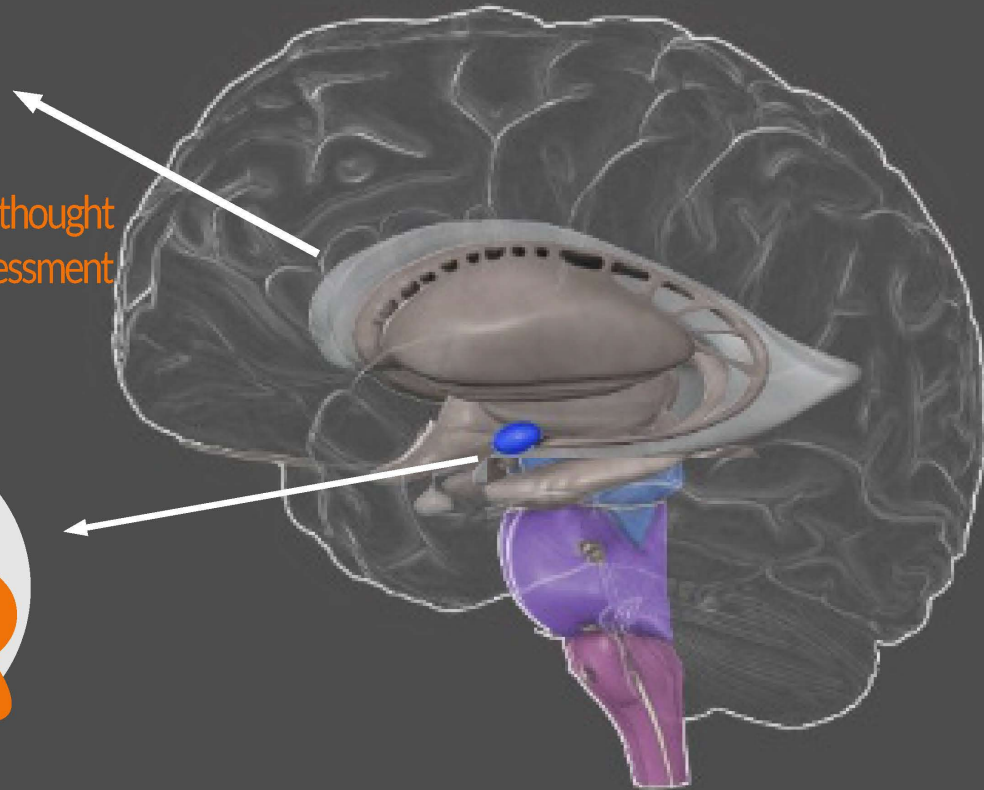
- Fast
- Instinctive
- Emotional
- Automatic 'learnt' behaviours
- Jumps to conclusions

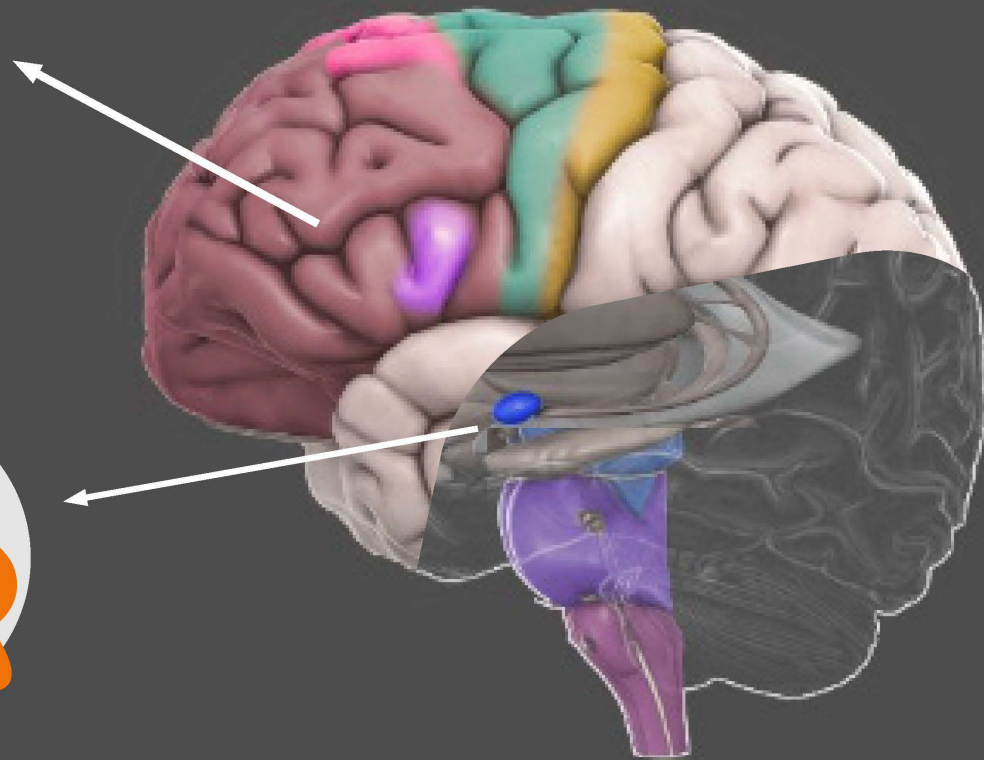


# SYSTEM 2

## 'Responds'

- Rational
- Planning
- Slower, considered thought
- Novel situation assessment









**PURPLE YELLOW RED**  
**BLACK RED GREEN**  
**RED YELLOW ORANGE**  
**BLUE PURPLE BLACK**  
**RED GREEN ORANGE**



PURPLE YELLOW RED  
BLACK RED GREEN  
RED YELLOW ORANGE  
BLUE PURPLE BLACK  
RED GREEN ORANGE





- A bat and ball cost **\$1.10**
- The bat costs **one dollar** more than the ball
- How much does the ball cost?



# 10c?



cida.co





**10c**



- A bat and ball cost **\$1.10**
- The bat costs one dollar more than the ball
- How much does the ball cost?



**10c + \$1.10**

- A bat and ball cost \$1.10
- The bat costs one dollar more than the ball
- How much does the ball cost?



- A bat and ball cost \$1.10
- The bat costs one dollar more than the ball
- How much does the ball cost?

$$10c + \$1.10 = \$1.20$$





- A bat and ball cost \$1.10
- The bat costs one dollar more than the ball
- How much does the ball cost?

$$10c + \$1.10 = \$1.20$$

**5c**



- A bat and ball cost \$1.10
- The bat costs one dollar more than the ball
- How much does the ball cost?

$$10c + \$1.10 = \$1.20$$

$$5c + \$1.05$$



- A bat and ball cost \$1.10
- The bat costs one dollar more than the ball
- How much does the ball cost?

$$10c + \$1.10 = \$1.20$$

$$5c + \$1.05 = \$1.10$$



**If it  
rhymes**

**it  
binds.**

Rhyme is **Reason**

**If it's flooded,  
forget it.**



i before e  
except after c

Except when your foreign  
neighbor Keith gets eight  
counterfeit beige sleighs  
from feisty caffeinated  
weightlifters.

weird

**WASH**





**WASH**

**SO\_P**





**WASH**

**SOAP**



**WASH**

**SOUP**



**EAT**

**SOUP**



**WASH**

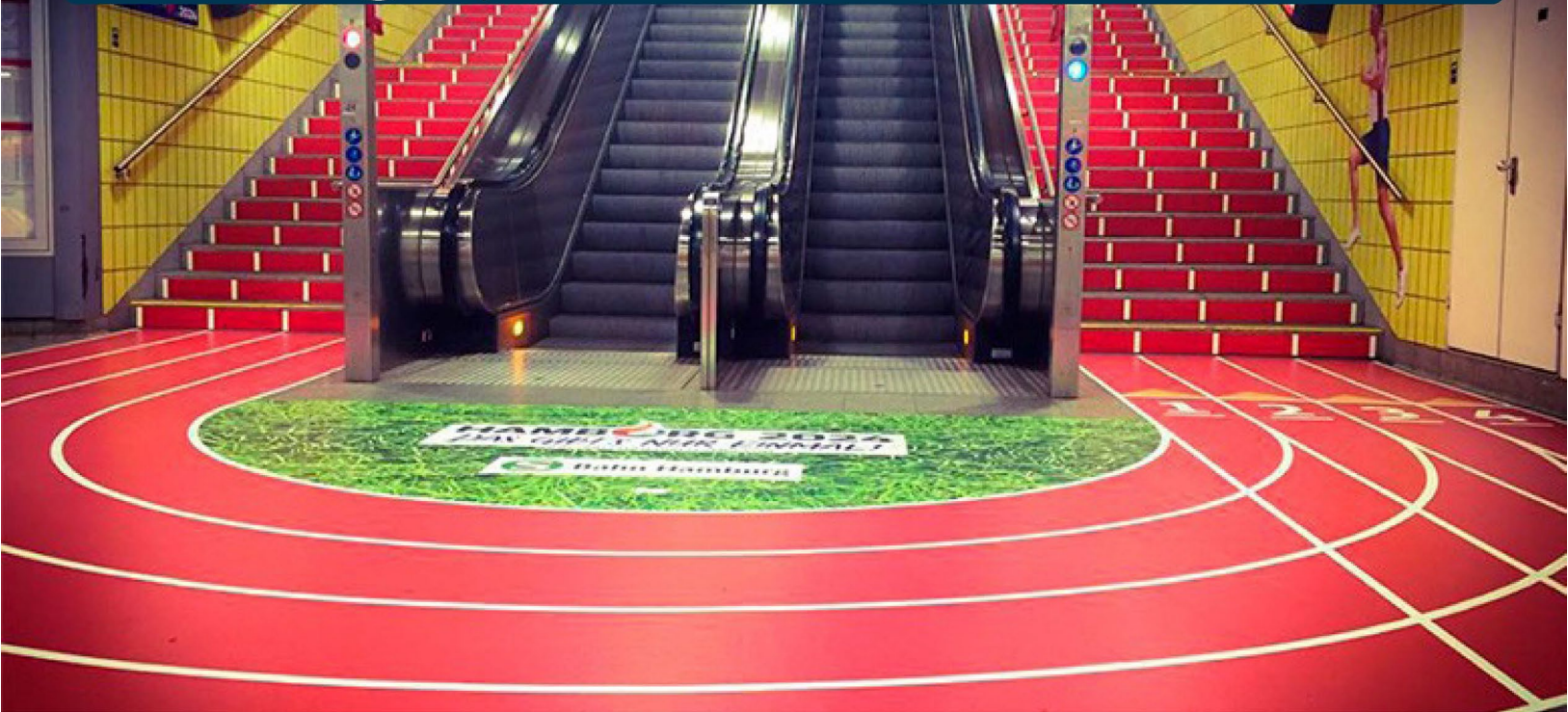
**SOAP**





**what happens next??**

# Cognitive Bias (external influences)



# NUDGING



**Positive reinforcement and indirect suggestions as ways to influence the behaviour and decision-making of groups or individuals.**

**Nudging contrasts with other ways to achieve compliance, such as education, legislation or enforcement.**



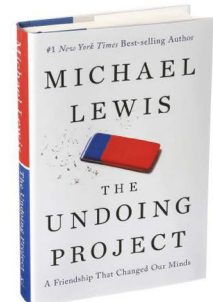
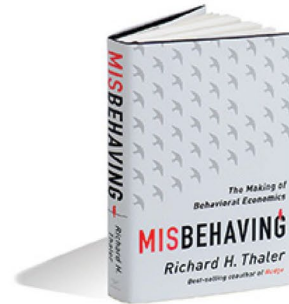
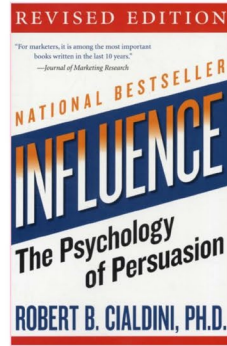
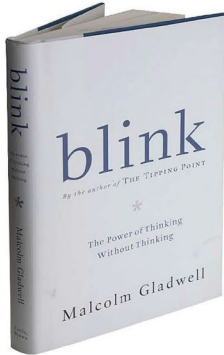
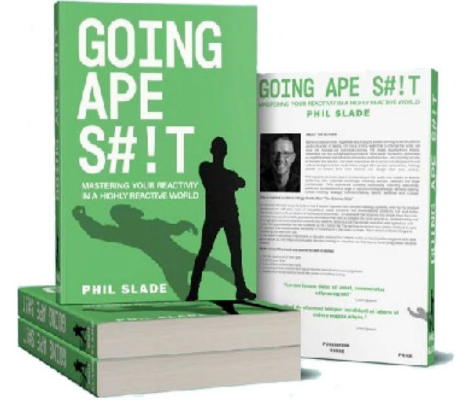
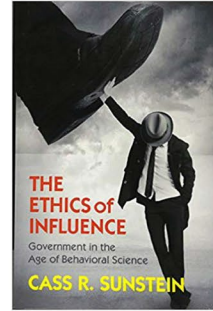
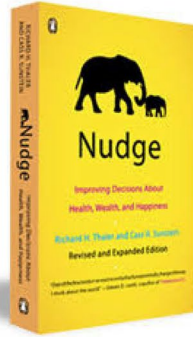
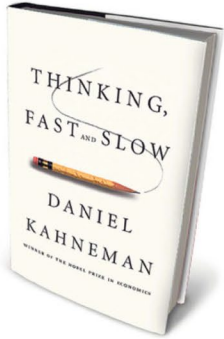








# NUDGE THEORY





*The One Thing...*

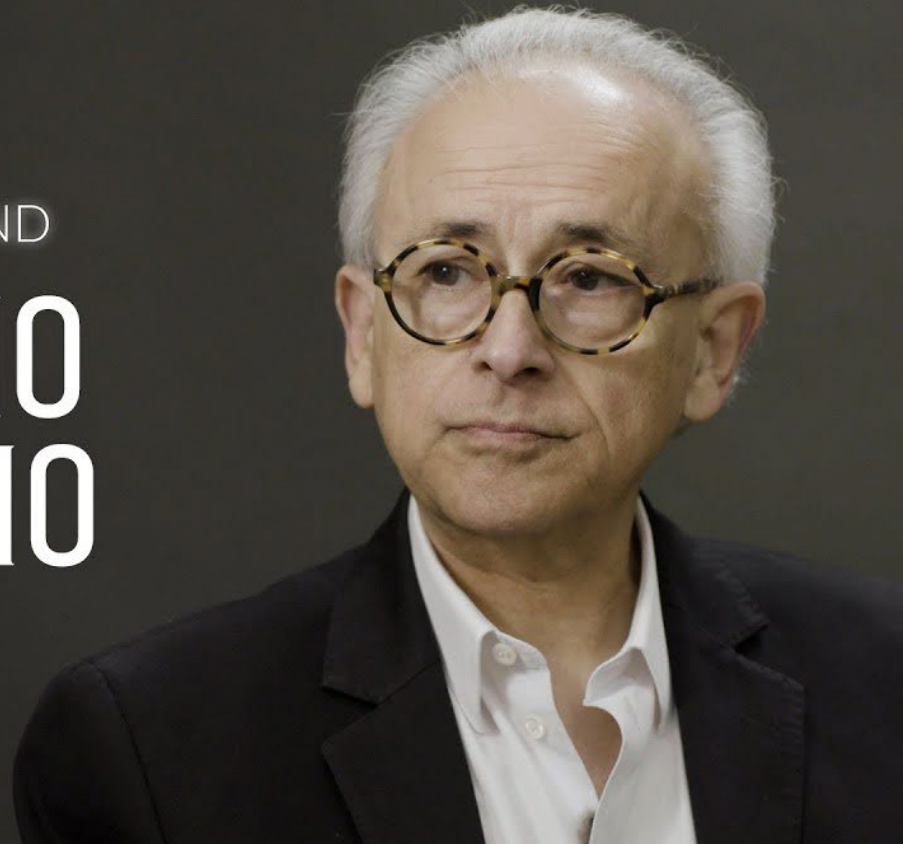
*to rule them all*

A dramatic landscape scene featuring a rider on a white horse in the foreground, holding a long pole towards a bright, glowing light source in the distance. The background shows rolling hills and a dark, stormy sky with two winged creatures flying. The overall mood is intense and cinematic.

# EMOTIONAL INTELLIGENCE

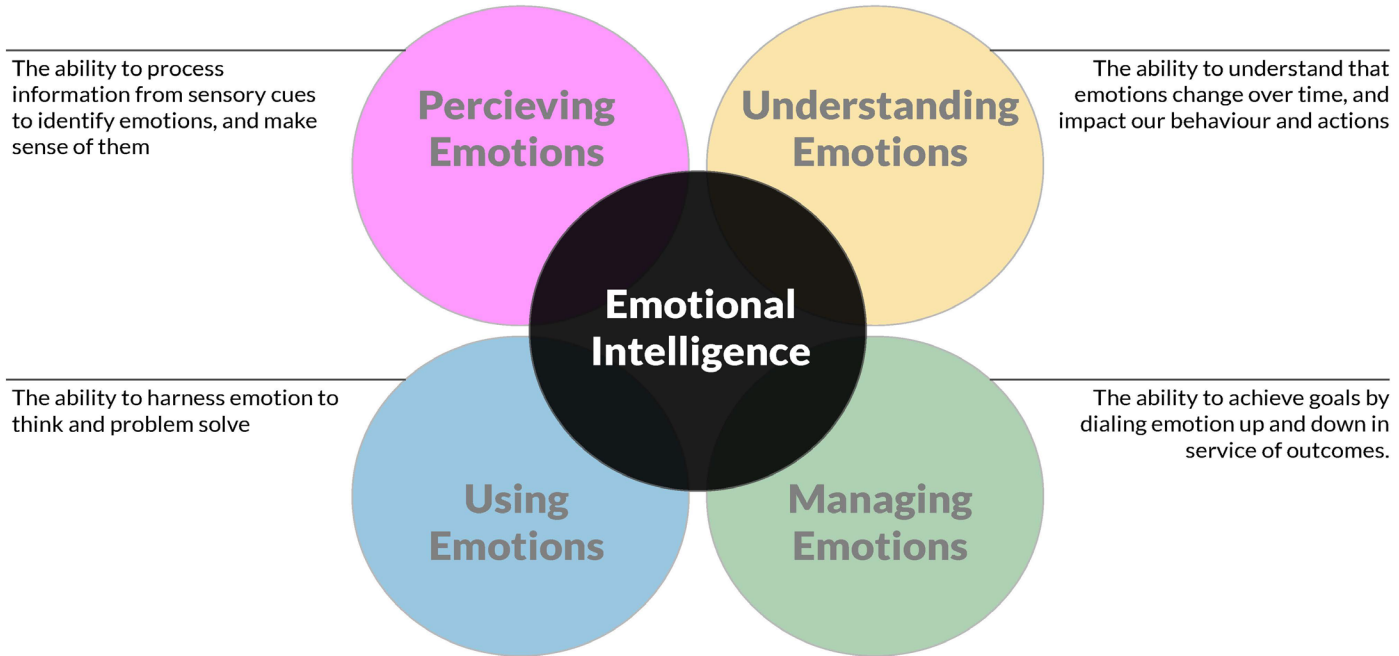
BRAIN  MIND

**ANTONIO  
DAMASIO**



# Emotional Intelligence

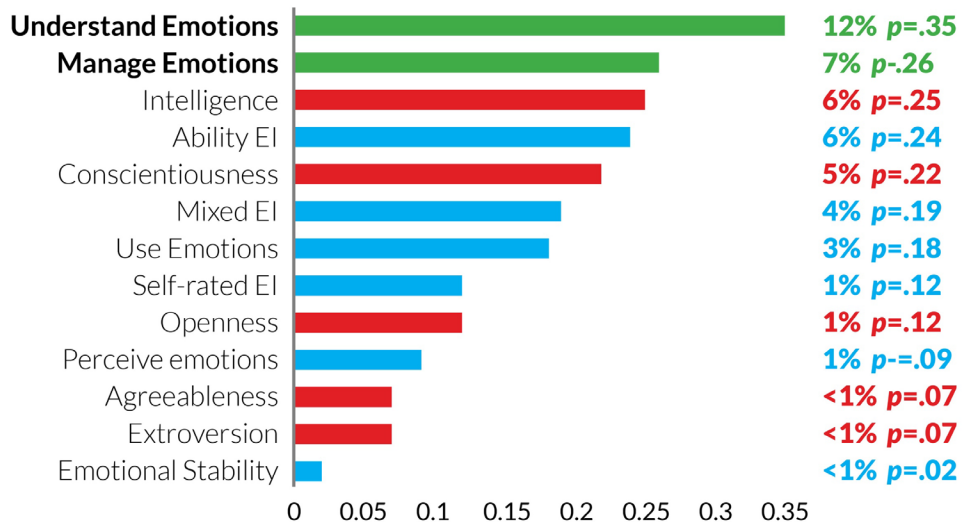
a psychological protective factor that improves subjective well-being in all people, young or old.



# Academic Performance

What are the skills that correlate with academic performance?

Poropat, A. E. (2009)  
Psychological Bulletin  
MacCann et al. (2019)  
Psychological Bulletin



Understanding  
and managing  
emotions are  
more important  
than intelligence  
or personality!





1. A Guard, under Charles IX. and Henry III. 2. Swiss Guard. 3. Soldier. 4. & 5. Court Costumes. 6. Louise de Lorraine, Consort of Henry III. 7. Chancellor. 8. President of Parliament. 9. Doctor of Medicine. 10. Margereth of Lorraine. 11. Henry III. † 1588. 12. 13. Court Costumes in the time of Henry IV. at the end of the Century. 14. Henry IV. about 1600.

Dates back to 1579 France and emerging in the English language in the 1830's. Adapted from the French word **émouvoir**, [to move, to stir up, to affect, to disturb, to arouse] an academic catch-all term for passions, sentiments and affections.

# [e][motion]

ex

motere

Latin prefix “e—” or  
“ex—” “out of, from”

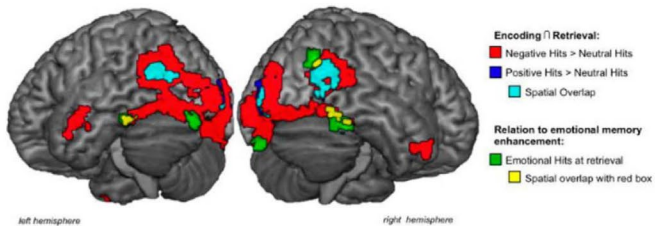
latin root: **motere** “to move”

noun

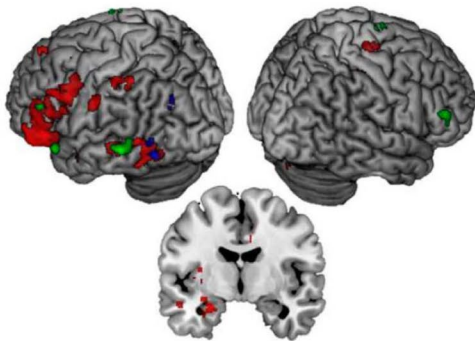
connotes “move  
away” (think ex-it)

the action or process of  
moving or being moved.

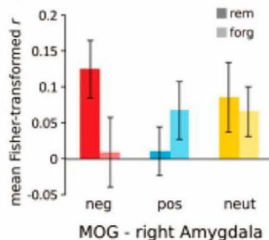
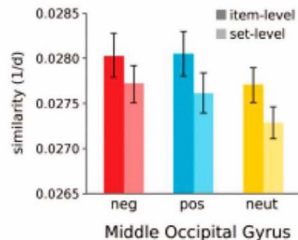
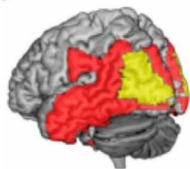
A



B



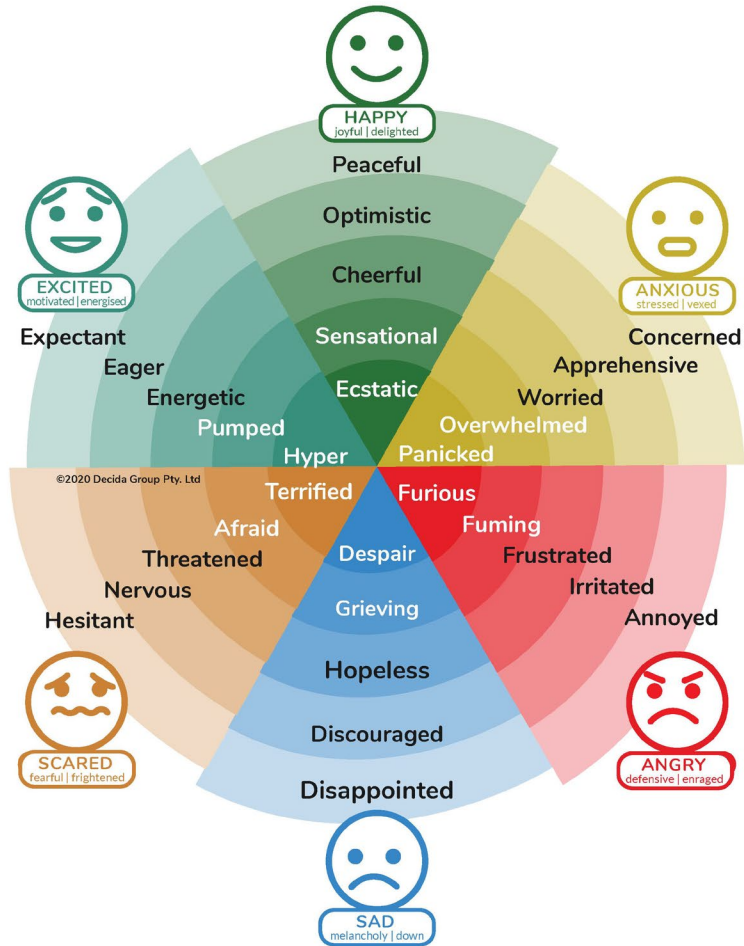
C

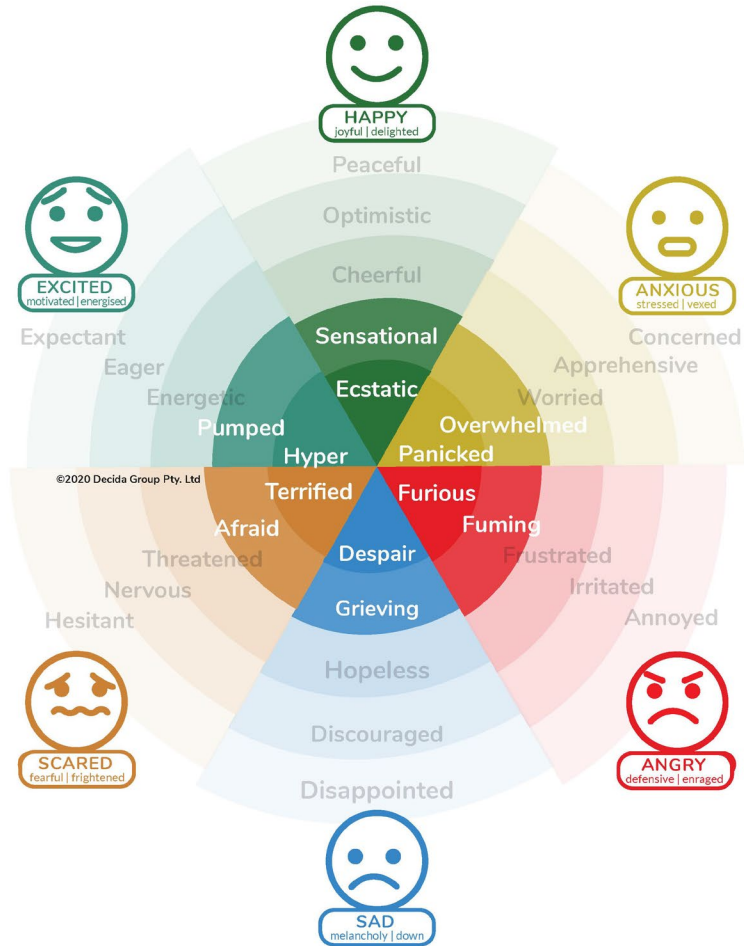


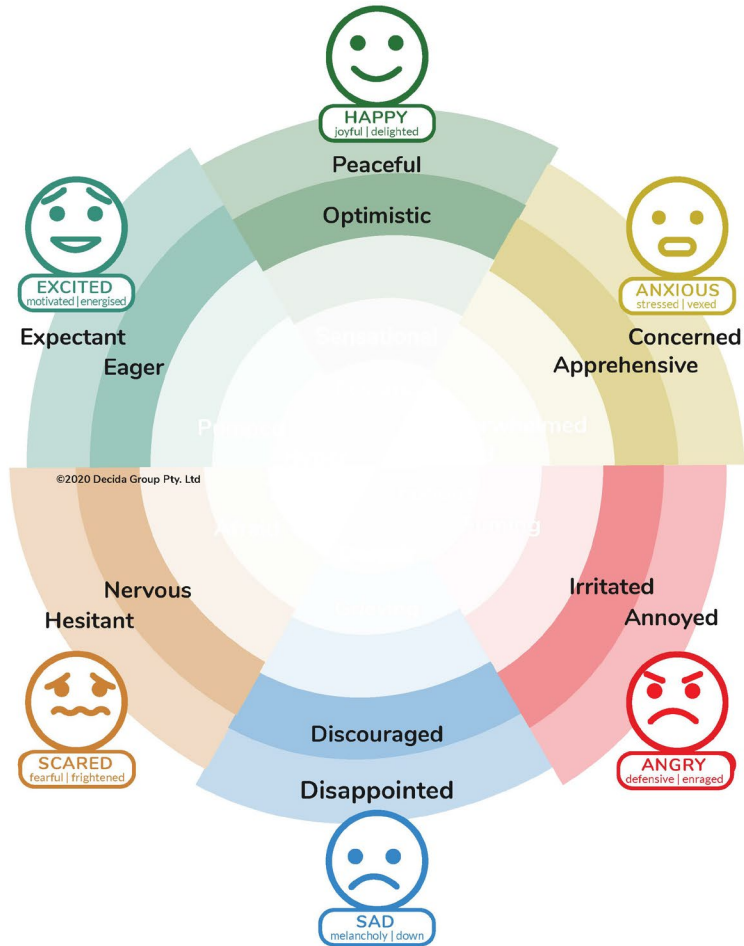
“Explicitly labeling one’s emotional state results in a significant reduction of the conscious experience, physiological response, and/or behavior resulting from that emotional state.”

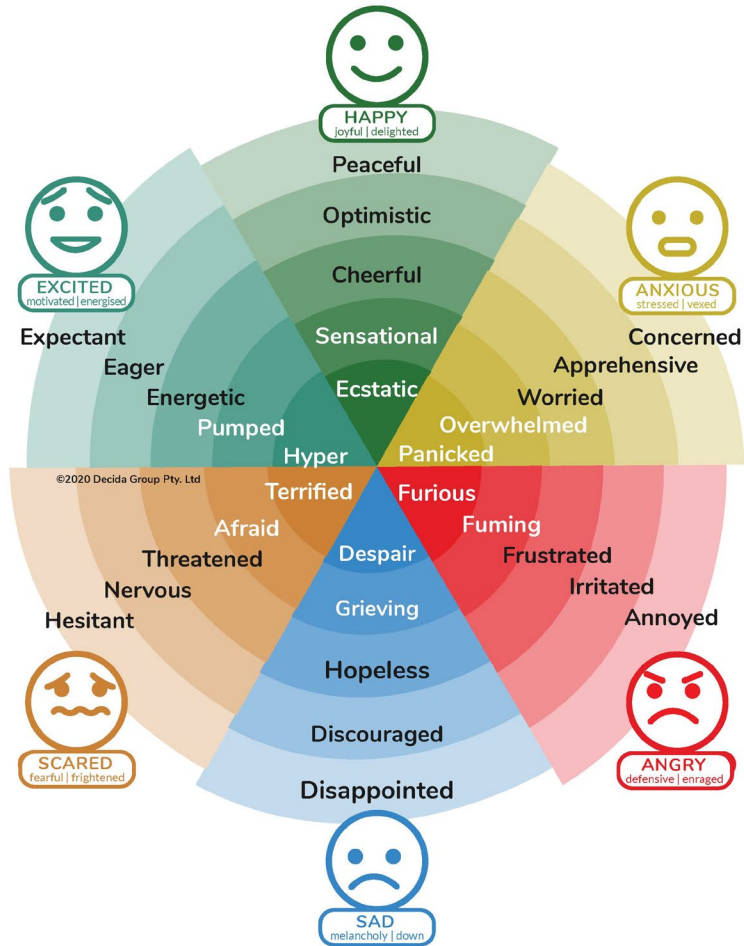
DeFraire, W. C. (2016). Differential effects of cognitive load on emotion: Emotion maintenance versus passive experience. *Emotion*, 16(4), 459.

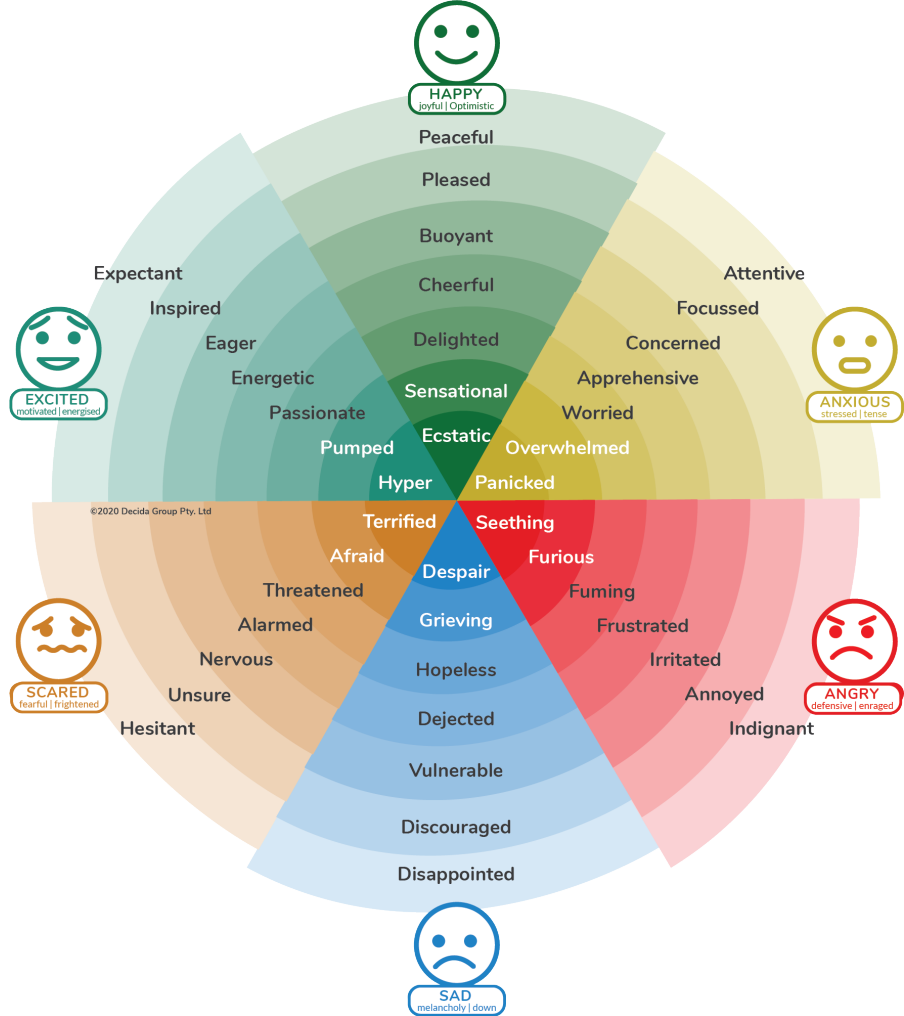














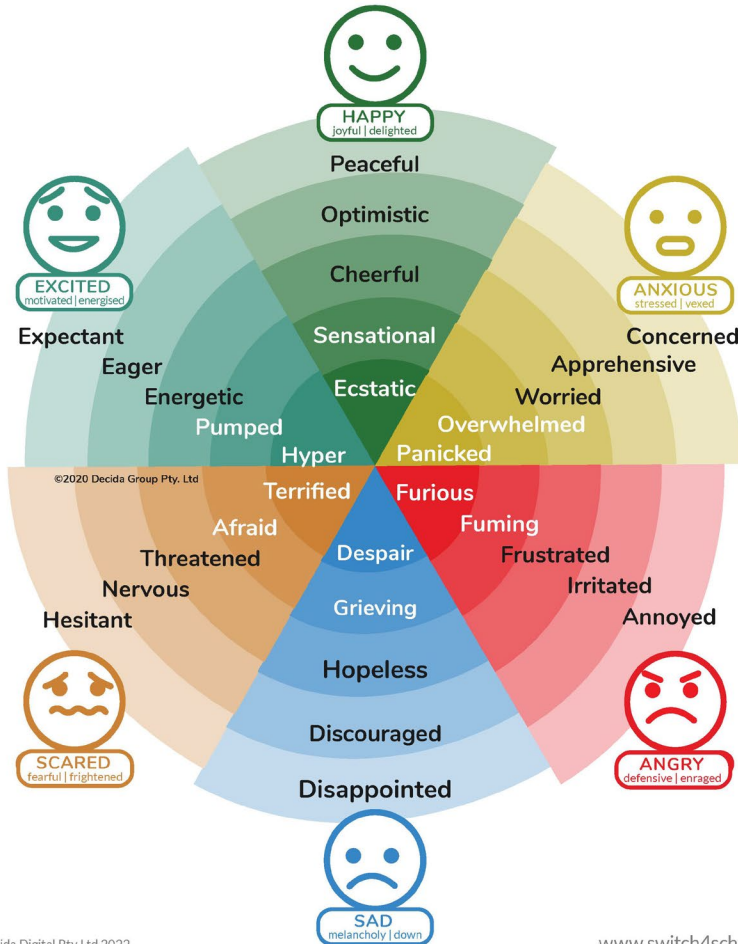
# Dialing it up and down

(using your superpower to live with influence)

MIN

MAX





# An Empathy and Motivation Map



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