



G:

**APPLIED  
BEHAVIOURAL  
ECONOMICS**

Better analysis  
Better solutions  
Value unlocked for our clients

**G:ENESIS**  
UNLOCKING VALUE



## ABOUT GENESIS


Genesis Analytics is a global African firm that has worked in more than 90 countries across the world.



**Our purpose as a firm is to unlock value through developing solutions for our clients.** The foundation of our distinctive delivery is our mastery of technical skills, deep knowledge of sectors, and our understanding of the context in which decisions are made..

Established in 1998, Genesis is headquartered in Johannesburg and our operations include corporate offices in Abidjan, Nairobi, Lagos and London. We also have representation in Canada, Ethiopia, India and Zimbabwe so we can work closely with our clients in finding scalable solutions that will work in the real world.

### Key focus areas are:



APPLIED BEHAVIOURAL ECONOMICS



COMPETITION & REGULATORY ECONOMICS



HUMAN DEVELOPMENT



CENTRE OF DIGITAL EXCELLENCE



FINANCIAL SERVICES STRATEGY



MONITORING, EVALUATION & IMPACT



CLIMATE & DISASTER & RISK FINANCE



HEALTH



SHARED VALUE & IMPACT



## WELCOME TO ABE

### MEET OUR MANAGER

Hello,

**Welcome to ABE - the Applied Behavioural Economics division of Genesis Analytics.**

My name is Wayne Bateman and I have worked as a behaviour change consultant across the private, public, and charitable sectors for over a decade. As the Head of Behavioural Economics at ABE, I lead a team of experienced and passionate consultants in the application of behavioural science and behavioural economics within client projects. We empower clients to achieve their organisational objectives through low-cost, easy-to-implement, high-impact behaviour change interventions.

We provide bespoke behavioural solutions, using a structured and systematic methodology that is grounded in an in-depth understanding of the target behaviour and informed by the best available evidence. Our focus is on realising significant change, and demonstrating short, medium, and long-term impact.

With demonstrable global success across a variety of sectors and industries, I hope you find the information in this pack interesting and that it triggers your curiosity to learn more about the work we do. To schedule an exploratory conversation click [here](#), or contact me on [wayneb@genesis-analytics.com](mailto:wayneb@genesis-analytics.com) if you have any questions.

I look forward to hearing from you.

**Wayne Bateman**

Head of Applied Behavioural Economics

# UNDERSTANDING HUMAN BEHAVIOUR

## TRADITIONAL ECONOMICS VS. BEHAVIOURAL ECONOMICS

*“It turns out that the **environmental effects** on behaviour are a lot stronger than most people expect.”*

**Daniel Kahneman, Nobel Laureate**



People are **not always rational** and are **not always consistent or coherent** in their behaviours, as assumed by the traditional economic model of behaviour.



**90-95%** of **decisions** are made **unconsciously** and are **susceptible to various biases** and **heuristics**.



**Influences** upon decision-making and behaviour **operate across multiple levels**, including individual, familial, environmental, social, and cultural.



People's **actual behaviour** is **often different** to their **intended behaviour**.

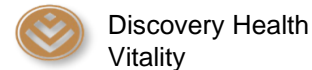
**Traditional economics** does not account for these influences, limiting our understanding of a given behaviour and our ability to effectively change it.

**Behavioural economics** acknowledges and addresses these influences, increasing our understanding of a given behaviour and our ability to effectively change it.



# BEHAVIOURAL SCIENCE AND BEHAVIOURAL ECONOMICS

## GLOBAL RECOGNITION AND APPLICATION



# HOW WE DO IT

## ABE BEHAVIOUR CHANGE METHODOLOGY

The ABE team takes a scientifically proven methodology to behaviour change, from identifying and understanding the target behaviour to scaling-up rigorously tested, effective interventions.

### METHODOLOGY

#### 1. TARGET



Identify and define the behaviour and the behavioural objectives.

#### 2. EXPLORE



Conduct a behavioural analysis.

#### 3. SOLUTION



Create an evidence-based solution to achieve the target behaviour.

#### 4. TRIAL



Evaluate the intervention through piloting.

#### 5. SCALE



Scale-up the intervention to the target population.

# WHAT WE CAN DO FOR YOU

## OUR SOLUTIONS

We offer a range of solutions to help your business where it needs it most.



### COMPLETE SOLUTIONS

A comprehensive end-to-end behaviour change programme, leading our clients through all stages of our methodology to achieve their objectives.



### TAILORED SOLUTIONS

Recognising that not all customers will want/need/have the resources for a complete solution approach, ABE is able to provide each of the stages individually.



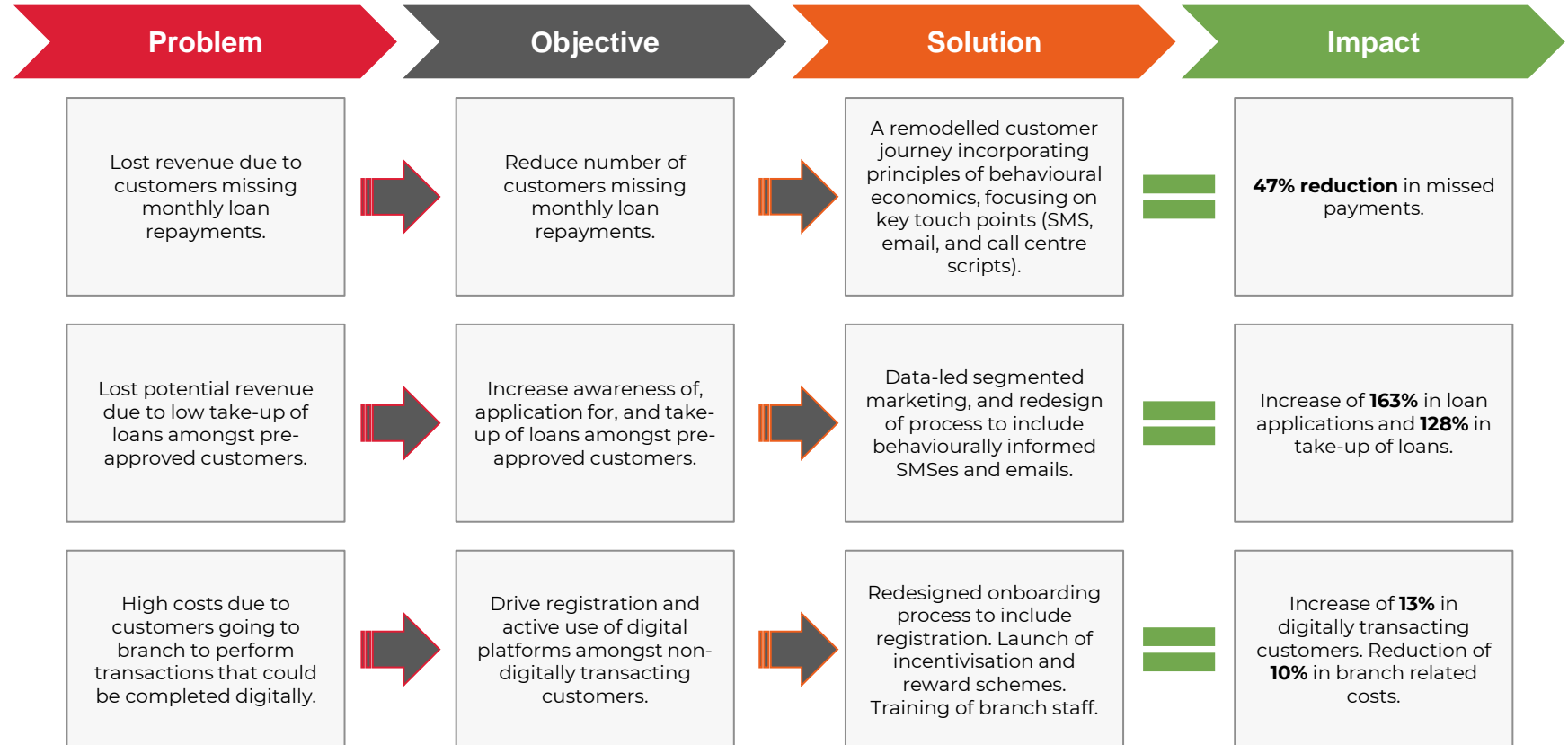
### TRAINING SOLUTIONS

We develop and deliver courses in behavioural economics, behavioural science, and behaviour change, tailored to the specific learning requirements of our client's organisation.



# WHAT WE HAVE DONE FOR OTHERS

## BEHAVIOUR CHANGE INTERVENTIONS



**Curious to know how we can support you in achieving your goals?**

**Contact us **today** for a free, no-obligation conversation.** Just click [here](#) to schedule a call for a time that suits you. Alternatively, you can reach us via the details below.

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