



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

25 JULY 2019

The Common Room, The Law Society,
113 Chancery Lane, London WC2A 1PL

BRIDGING THE GAP

A conference for students and alumni of
LSE's Executive MSc Behavioural Science



In collaboration with

salient.

WELCOME

Welcome to “Bridging the Gap”, the inaugural LSE Executive MSc Behavioural Science conference. We are very excited to share this day with you all – a lot has happened since we welcomed the first cohort of students back in September 2014. The programme has developed and expanded, and we have seen 250+ of you successfully apply behavioural science in a wide range of settings across the world. We are very proud of what you have achieved, and we hope that this event will inspire you to continue to learn and develop and to build relationships and networks. This is such an exciting time for Behavioural Science, with more and more organisations realising the potential of behavioural insights, and we are exceptionally proud to be educating the new generations of global leaders in the field.

Bringing academic insight to the real world is a crucially important and ongoing conversation for behavioural scientists. We could not be more pleased, then, to highlight speakers from a variety of fields who have experience of successfully applying behavioural science to their work. You will also hear from your fellow alumni who will share recent applications of behavioural science during this afternoon’s Rapid Fire session. We will conclude the day with a panel discussion about the challenges of commercialisation of behavioural science, following which we hope you will join us for a drinks reception here at 113 Chancery Lane’s Vulliamy Lounge.

Thank you for joining us today, and we hope that you enjoy the conference.

Therese Holmqvist, Maddie Quinlan and Matteo M Galizzi

#lsepbsconference
#bridgingthegap2019

PROGRAMME

9.30am-10am Welcome and Introduction by Paul Dolan, LSE

10am-10.45am “Impactually – Turning Research into Impact” with Christina Gravert, University of Copenhagen and co-founder of Impactually

10.45am-11.15am Coffee break

11.15am-12pm “Creatively Applying Behavioural Science in the Real World” with Maddie Croucher, Senior Behavioural Science Consultant, Ogilvy Consulting

12pm-12.15pm Therese Holmqvist, LSE and Benno Guenther, Salient – Alumni Network and This is Salient

12.15pm-1.15pm Lunch

1.15pm-2.55pm Rapid Fire Behavioural Science in the Field by EMSc students and alumni:

Herman Smit, Cenfri

Jo Osborn, South East Water

Enrique Belenguer, BBVA

Daniel Metcalfe, Wellcome Trust

Lizzie Broadbent, Seen Heard

Afroditi Tsourgianni, Mudano

Zeina Afif, World Bank

2.55pm-3.10pm Coffee break

3.10pm-3.55pm “Applying Behavioural Science in Education Policy” with Liz Castle, Head of Behavioural Insights Unit (BIU) in the Department for Education

3.55pm-4.55pm Panel Discussion: “Considerations in the Commercialisation of Behavioural Science” with Liam Delaney, Christina Gravert, Steve Martin and Maddie Quinlan
Chair: Matteo M Galizzi

4.55pm Wrap up and Thank you

5pm-6pm Drinks reception at
The Vulliamy Lounge, 113 Chancery Lane

SPEAKERS AND PANELLISTS

Liz Castle



Liz Castle leads Behavioural Insights Unit (BIU) in the Department for Education (DfE). BIU seeks to embed behavioural science in all education and children's social care policy. Prior to DfE, Liz worked in Public Health England's (PHE) Behavioural Insights Team (BIT) where her work focused on the application of behavioural insights to reducing obesity. She has also worked in the Department for Health's BIT and Cabinet Office's BIT (aka the nudge unit). Working in these teams has provided her with a broad perspective of the value of behavioural science in public policy. Whilst working at PHE she completed a PhD in Economics from Durham University. Liz's PhD thesis explored factors associated with weight status and attrition from weight management programmes. In particular, she was interested in the link between time preference and risk preference and obesity.

Maddie Croucher



Maddie is a Senior Consultant at Ogilvy Consulting's Behavioural Science Practice where she leads a diverse range of behaviour change projects across experience design, digital engagement, product development and communication strategy. Her key responsibilities include: Conducting a range of behavioural research methods, applying behavioural insights to develop behaviour change solutions, behavioural science workshop creation and facilitation, and experimental design and analysis. She is also the editor and co-host of *O Behave*; the team's behavioural science platform that brings regular articles and podcasts to the behavioural science community. Maddie graduated from the University of York with a BSc Hons in Psychology. Prior to joining Ogilvy she worked as a researcher in the cognitive neuroscience lab at the University of Oxford.

Paul Dolan



Paul Dolan is Professor of Behavioural Science at the London School of Economics. He is Head of Department in Psychological and Behavioural Science and Director of the EMSc in Behavioural Science. His main research interests are in the measurement of happiness and in changing behaviour through changing the contexts within which people make choices. He has over 100 peer-reviewed papers and nearly 20,000 citations. He is author of the Sunday Times best-selling book *Happiness by Design*, and *Happy Ever After*. Paul has worked extensively with policy-makers, including being seconded into the Cabinet Office to help set up the "Nudge Unit". He has featured on a number of TV programmes and is committed to making behavioural science more accessible to a public audience.

Christina Gravert



Christina Gravert is an assistant professor of economics at the University of Copenhagen and the co-founder of Impactually, a behavioural science consultancy. Her research focuses on why good intentions do not translate into the desired actions and how to design policies that improve health and environmental sustainability. Her research involves collaborations with companies, non-profits, and the public sector, using large-scale datasets and field experiments. She received her PhD in economics from Aarhus University with research stays at the University of California, San Diego, and the University of Chicago.

Steve Martin



Steve Martin is the CEO of INFLUENCE AT WORK (UK) and Visiting Professor of Behavioural Science at Columbia University's Graduate School of Business. Together with Dr Noah Goldstein and Dr Robert Cialdini he is co-author of the New York Times, Wall Street Journal and Business Week International Bestseller *Yes! 50 Secrets from the Science of Persuasion*, which has sold a million copies and has been translated into 26 languages. His work has featured in broadcast and print media across the world, including BBC TV and Radio, MSNBC, The Times, Sunday Telegraph, Guardian, New York Times and Harvard Business Review. He is a guest lecturer on the executive education programmes at the London School of Economics and Harvard. His new book *Messengers, Who We Listen To, Who We Don't and Why* is published in September 2019.

Maddie Quinlan



Maddie is a co-founder and director of Salient, an innovative London-based behavioural science consultancy, bridging the gap between academic insight and the implementation of impactful and sustainable solutions for business, policy, and design challenges. In a rapidly changing world, Maddie believes in relentless betterment and radical authenticity. Her expertise spans private, public, and not-for-profit organisations, focussing primarily in the areas of finance, energy, and risk management via Solium Capital, a pioneering fintech entrant in the options management sector and NGX, an innovative provider of electronic trading. Maddie holds a Master of Behavioural Science from the London School of Economics and Political Science in addition to her CFA Charter, and Bachelor degrees in both Finance (B.Comm) and Psychology (BA).

RAPID FIRE CONTRIBUTORS

Liam Delaney



Liam Delaney is Professor of Economics at University College Dublin (UCD) and Visiting Professor of Economics at Stirling University. A former Fulbright and Marie Skłodowska Curie Fellow, he was Deputy Director of the UCD Geary Institute from 2008 to 2011, and Deputy Dean of Stirling Management School from 2011 to 2016. He developed the Stirling Behavioural Science centre in 2012 which continues to conduct research and train students in applications of behavioural science to policy. He has worked at the intersection of economics and psychology for his career and has published widely in both economics and psychology journals. He is particularly interested in the measurement foundations of behavioural welfare economics and is currently developing a major new centre for behavioural science and public policy at UCD Geary Institute.

Matteo M Galizzi



Matteo is Associate Professor of Behavioural Science and Co-Director of the Executive MSc in Behavioural Science at the LSE. He is an experimental and behavioural economist conducting randomised controlled experiments in the area of health and public policy. Graduated from University of Pavia (Italy), he holds an MSc in Econometrics and a PhD in Economics from the University of York (UK). His core methodological expertise is in *behavioural data linking*, i.e. the linkage of behavioural economics field experiments to longitudinal surveys, administrative records, biomarkers banks, mobile and wearable devices, apps, online panels, and other smart data sources. Matteo is the founder/coordinator of the *@LSE Behavioural* Twitter account, the *Behavioural Experiments in Health Network* (BEH-net), and the *Data Linking Initiative in Behavioural Science* (DLIBS). He is the LSE local lead of the *UK Reproducibility Network* (UKRN).

Zeina Afif



Zeina Afif is a Senior Social Scientist with the Poverty and Equity Global Practice at the World Bank. Zeina is currently working on applying behavioural insights to improve women's access to finance and jobs, reduce youth unemployment, reduce gender based violence, promote social cohesion, and improve access to public services and programs. Prior to joining the team, Zeina provided operational communication and behavioural insights support to World Bank projects and has worked in countries such as Egypt, Indonesia, Iraq, Kuwait, Oman, and Yemen in the areas of taxes, social protection, social accountability, and citizen engagement. Zeina holds a MBA from George Washington University, and an MSc in Behavioural Science from London School of Economics.

Quique Belenguier



Quique is currently Behavioural Economics Global Leader at BBVA. He is in charge of BE methodology and research. He also works on several BE projects within the bank, such as Financial Health, Behavioural Sciences and Cybersecurity or BE and Diversity, and coordinates the BE discipline in USA and Turkey. He previously worked as a consultant in market research and behavioural economics.

Lizzie Broadbent



Lizzie Broadbent is a founder of seen.heard consulting, which works with companies to deliver improvements in team and organisational performance. The insight she brings to business issues is grounded in both theory and practice, having worked with teams as leader, participant, facilitator, coach and advisor. She was part of the 2017-19 EMSc Behavioural Science programme at LSE. Lizzie has spent 25 years in complex business, consulting and non-executive roles. She started her career as an investment manager, running UK and European equity portfolios, then advised FTSE 100 companies on strategy and transformation programmes at Capgemini Consulting and most recently spent ten years at Shell running global and customer operations teams. Lizzie is a non-executive director of UK Coaching and Chair of the HR and Remuneration subcommittee.

Dan Metcalfe



Dan has over 15 years experience in Behaviour Change, Digital Health, Communications and Campaigns. He is currently Head of Campaigns at the Wellcome Trust, a health research foundation, working on advocacy and behaviour change across their global health programmes. Prior to this Dan worked for nine years at the Cabinet Office and Public Health England, working on issues including antimicrobial resistance, climate change, sexual health, childhood obesity and tobacco control. (He briefly worked with a confident young academic called Paul Dolan). He is interested in the application of agile, behavioural science, human centred design and high quality creative to get better results.

Jo Osborn



Jo is Head of Communications at South East Water. Working in the water industry for more than 15 years, Jo has been involved in a number of behaviour change communication campaigns both for customers and employees. Managing water efficiency campaigns during two droughts in the South East of England and customer communications throughout a compulsory metering programme led to Jo's interest in behavioural science. Current areas of focus include creating South East Water's Responsible Business Strategy, increasing the company's education programmes and working with Customer Service and Insight Teams to achieve further water savings as they aim to reduce water use by a further 10 litres per person per day over the next five years.

Herman Smit



Herman is a Director at the Centre for Financial Regulation and Inclusion (Cenfri) and the Head of Client Insights at the insight2impact facility. His research considers the role of behavioural science, alternative data and digital technologies in building more inclusive economies and financial sectors in Latin America, Africa and Asia. As part of two systematic reviews he has reviewed 177 experiments that test the relationship between a financial service or customer communication feature and customer credit, savings, payment and insurance decisions. He is currently working with 20 financial services providers in Southern, East and West Africa to translate the findings from this work into improved customer experiences and financial health. Herman holds an MSc in Behavioural Science from London School of Economics, MSc in Economics from Tilburg University and a Bachelors in Statistics from the University of Pretoria.

Afroditi Tsourgianni



Afroditi is currently Behavioural Change Designer at Mudano. She has ten years of professional experience, gained whilst working across different commercial institutions – including finance – by helping organisations redesign their processes and successfully introduce and manage change. She completed her Masters in Behavioural Science at LSE in 2017. For the last year she has been working as a Behavioural Change Designer for a London-based Data and Machine Learning consulting company, advising companies on how to apply behavioural science to improve customer experience and redesign their internal operations. Recently, she has gained an interest in how humans perceive, interpret and respond to advice produced by algorithmic models versus advice given by human experts. Starting October 2019, she will be pursuing a PhD in Experimental Psychology at University College London, conducting research in the cognitive and neural processes involved in the way the human brain processes algorithmic advice.

Bridging the Gap has been organised in conjunction with the team at Salient.

Salient is a behavioural science consultancy leveraging cutting-edge behavioural insights and techniques to design practical solutions to real-world problems and was founded by alumni from the 2017/18 cohort of the Executive MSc Behavioural Science. Salient brings together robust frameworks of behavioural science with years of industry expertise. This means using the latest research to shape bolder ideas and measurable impact for their clients from the private, public and not-for-profit sector. They want to harness better decisions, for business, for policy, for people.

salient.





Department of
**Psychological and
Behavioural Science**

Department of Psychological and
Behavioural Science
London School of Economics
and Political Science,
Houghton Street,
London WC2A 2AE

Email: behavioural.science@lse.ac.uk

Telephone: +44 (0)20 7955 7205

Please note that while care has been taken to ensure that this information is up to date and correct, a change of circumstances since publication may cause the School to change, suspend or withdraw a course or programme of study. You must also note that places are limited on some courses and/or subject to specific entry requirements. The School cannot therefore guarantee you a place. Please note that changes to programmes and courses can sometimes occur after you have accepted your offer of a place. These changes are normally made in light of developments in the discipline or path-breaking research, or on the basis of student feedback. Changes can take the form of altered course content, teaching formats or assessment modes. For the most up to date information, please visit <http://www.lse.ac.uk/resources/calendar/>

This information can be made available
in alternative formats, on request.
Please contact, behavioural.science@lse.ac.uk

The London School of Economics and Political Science is a School of the University of London. It is a charity and is incorporated in England as a company limited by guarantee under the Companies Acts (Reg no 70527).

The School seeks to ensure that people are treated equitably, regardless of age, disability, race, nationality, ethnic or national origin, gender, religion, sexual orientation or personal circumstances.

Design: LSE Design Unit (lse.ac.uk/designunit)
Photography: Maria Moore

lse.ac.uk/PBS