



BIG @ 3

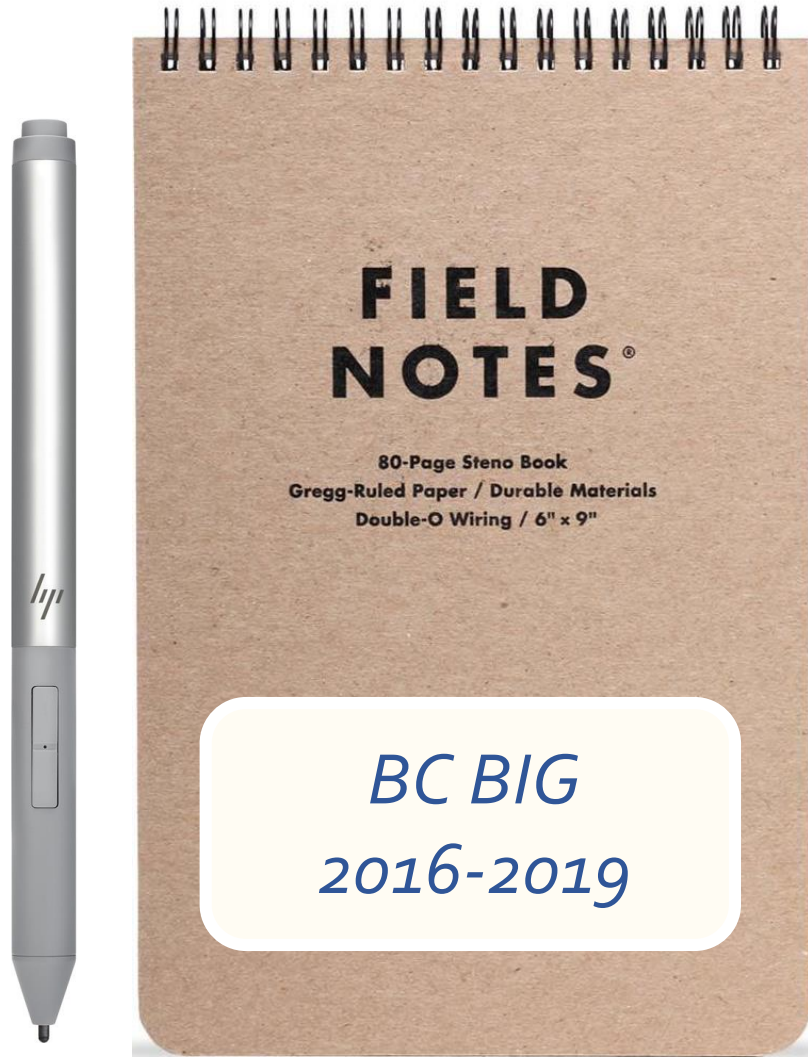
Notes from Three Years of Using
BI to Solve Policy Challenges

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Outline



BIG

WHY we exist

To **serve our client ministries** by using **behavioural insights knowledge and tools** to **improve government programs and services**



Oct
2016
Launch

WHO we are

behavioural scientists, research specialists, knowledge translators, strategists

BIG @ 3: What We've Learned So Far

- 1) Science is hard
- 2) Embrace failure
- 3) Mix your methods
- 4) Grow your talent
- 5) Find a partner
- 6) Pay it forward
- 7) Share your story





Lesson 1:
Science is
awesome



...but it's hard



Science is hard
#thestruggleisreal



Data



Conditions



Selection



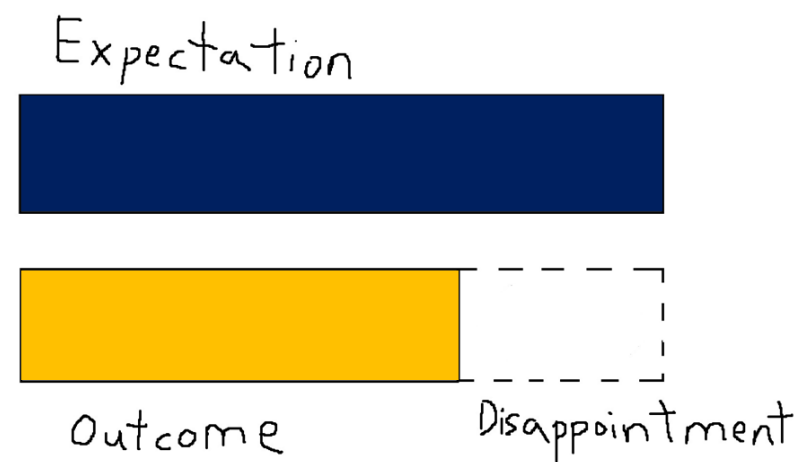
Lesson 2: Embrace failure



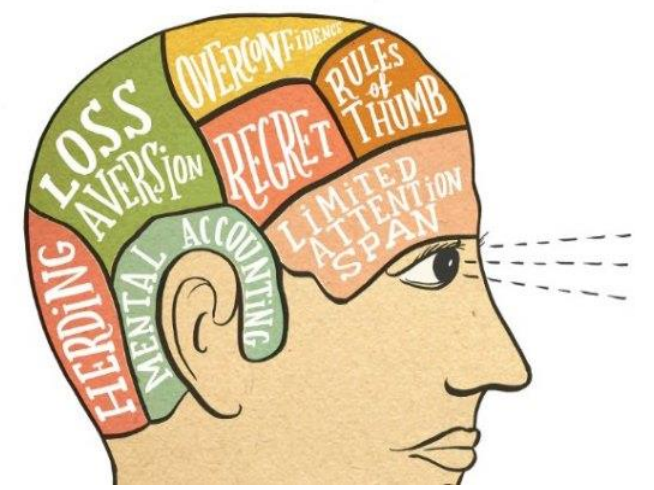
Embrace failure
#growthmindset

FAIL
[F] **FIRST**
[A] **ATTEMPT**
[I] **IN**
[L] **LEARNING**

Learning



Expectations



Biases

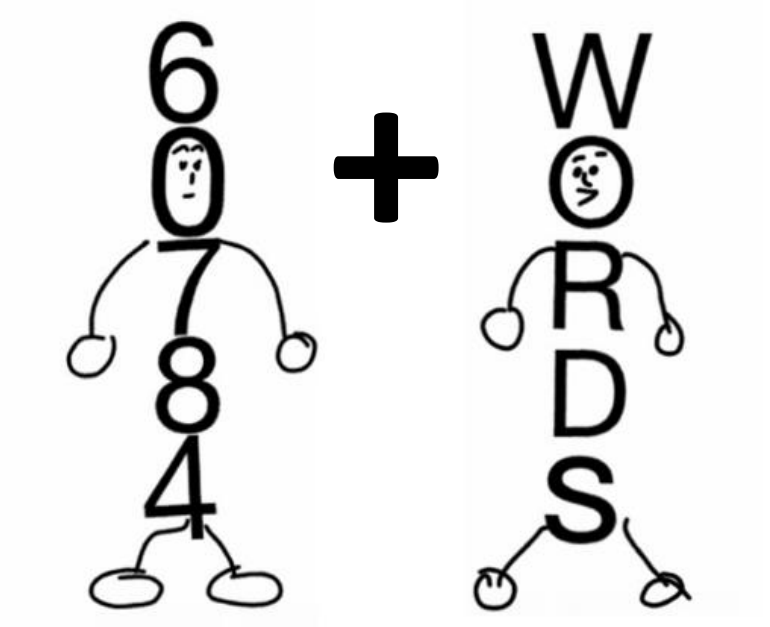


Lesson 3: Mix your methods



Mix your methods

#hellohumans



Quant & Qual

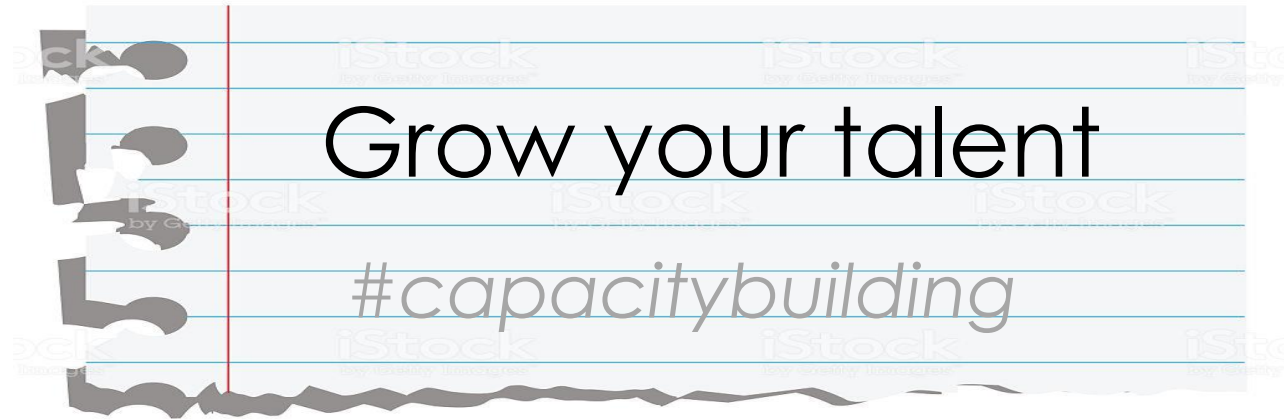


Problem Definition



Lesson 4: Grow your talent





Short Training



Long Training



Core + Flex Team



Lesson 5: Find a partner



...or two or three

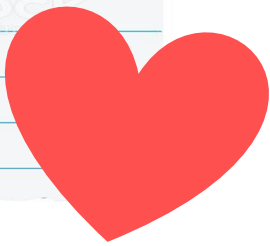




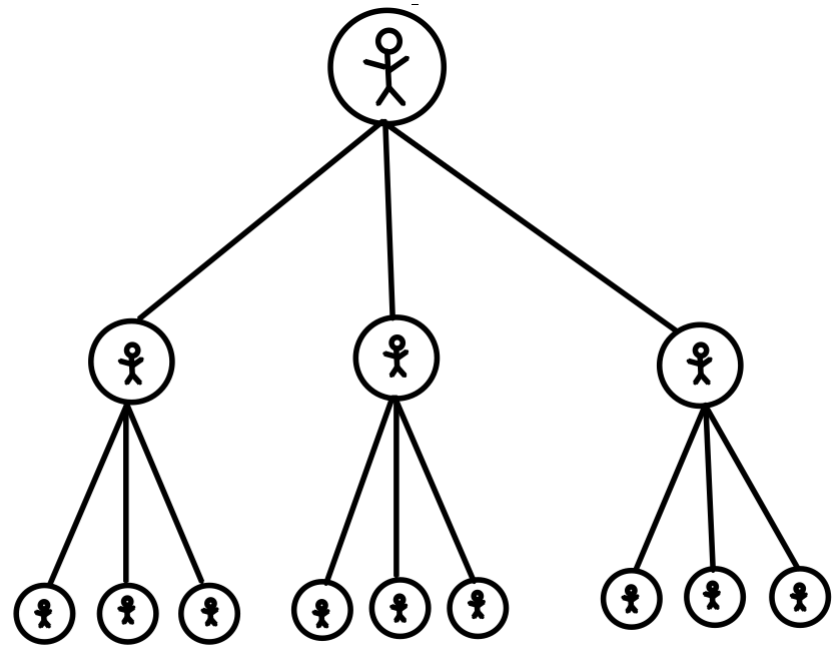
Lesson 6: Pay it forward



Pay it forward
#sharingiscaring



Giants

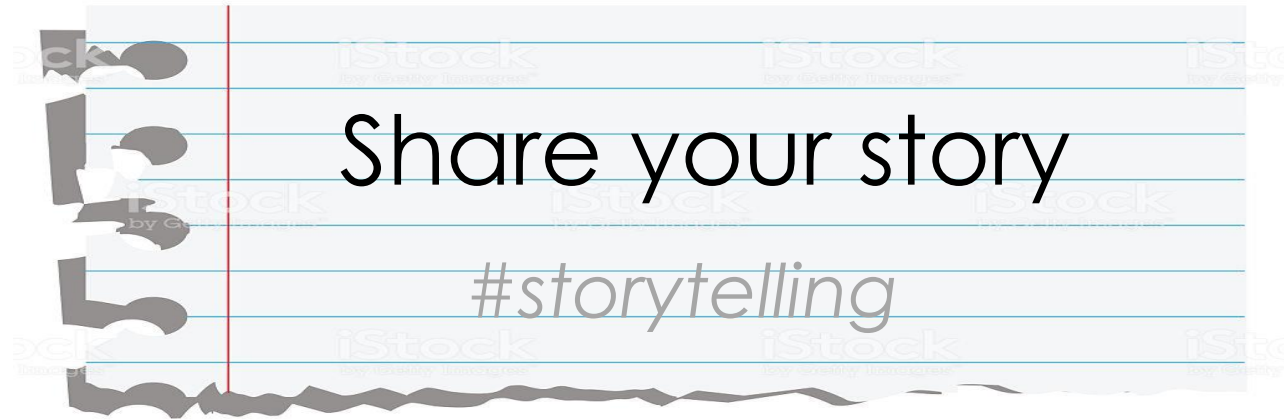


Community



Lesson 7: Share your story





Vulnerability



New Channels



Progress Report

WHAT IS
YOUR
STORY?





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