1. Human behaviour can be a mystery

2. How Behavioural Insights have been applied to public policy: the 6 pieces of guidance
   - Be strategic and systematic
   - Need good reliable data
   - Validate through replication
   - Apply to segments of society for special or targeted intervention
   - Publish results - good and bad
   - Evaluate

3. Next frontier: applying BI to designing and evaluating policies, as well as organisational behaviour.

Behavioural Insights is not a trend

The OECD has collected over 150 case studies applying Behavioural Insights to different policy domains

OECD work on Behavioural Insights: oe.cd/Nudge
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