

# Behavioral Communications



**LANTERN**  
BEHAVIOR MATTERS

## What We Do

We help maximize the effectiveness of your employees by harnessing behavioral science to drive increased motivation, improved understanding, and greater buy-in to your messages. We focus on creating communications that drive the behavior of your employees.

## What Makes Us Different?



“ ”

*“The central issue is never strategy, structure, culture, or systems. The core of the matter is always about changing the behavior of people.”*

**John Kotter** - Harvard Business School



## Behavioral Science

Our behavioral communication process utilizes insights from a variety of behavioral science fields such as psychology, behavioral economics, sociology, and motivational research. We weave these insights into everything we do including: branding, copy development, graphical imagery, layout design, and campaign progression.

**38%**

### Retention

Use of relevant graphics increases retention by over 38% compared to text only



**43%**

### Action

Communications with graphics are 43% more effective in persuading people to take a desired course of action



**30%**

### Change

Framing a topic from either its positive or negative outcome can increase behavior change by over 30%



**50%**

### Choices

Using a decoy (a third option that is asymmetrical) can change people's choice preference by over 50%



# Behavioral Communications

One of our key areas of expertise in communications is around Incentive Compensation. We help you **maximize the effectiveness** of your compensation strategy, recognition programs, Incentive Compensation (IC), and incentive contests by **creating strategic, engaging, and memorable incentive communications and training.**

## Incentive Communication Process

### 1. Conduct Incentive Compensation Audit



#### IC Data Collection

Assess key data on current and future IC plans, contests, recognition programs, etc.



#### Understand Participant Experience & Perception

Conduct field interviews, focus groups and electronic surveys.

### 2. Develop a Manager Training Campaign - which could include:



#### Managers Coaching Guides

Provides key coaching tips to help managers be more effective



#### Maximize Payout Guides

Workbook for managers to help their team members maximize their IC payout



#### Online Training

Interactive training on the IC plan or how to coach to it

### 3. Design a Communication Campaign - which could include:



#### Brand/Theme Development

A unique and powerful brand conveys your overarching strategy and sets the tone with the sales force



#### Overview Workshops

Communicate broad plan information in an understandable and graphically compelling way



#### Quick Reference Guides

Provide your sales representatives with a highly graphical reference piece to use as a constant reminder and motivator



#### Incentive Plan Guidebooks

Engaging and readable electronic IC plan books provide a detailed review of your incentive plan



#### Reinforcement Modules

Powerful modules that reinforce and educate employees on important nuances or topic areas

# Behavioral Change



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## What We Do

We use **behavioral science** to make your **motivation and behavior change programs** more effective. We help ensure that your total rewards programs are **leveraging all your employees' drives** and **maximizing your program investment**.

## What Makes Us Different?



*“Motivation is not a rational decision”*



## Total Rewards Consulting

Our experts help you maximize the impact that your reward and incentive programs are having on your employees.

We examine how each of your programs is leveraging the motivational drives of your employees, how they are interconnected, assess their impact on your employees' behaviors and determine if those behaviors align with your strategy.

We then help you craft the right total rewards framework to maximize your overall motivational impact.



### Total Rewards Behavioral Audit

Understand how your reward and incentive programs are driving motivation and behavior and identify gaps with your strategy



### Total Rewards Framework Design

We use behavioral science to optimize your total rewards programs

# Behavioral Change



## 4-Drive Model of Employee Motivation

We are the leading experts in the world on the **4-Drive Model of Employee Motivation**. Originally developed by Lawrence and Nohria from Harvard, we've adapted the model to apply recent research that better fits with organizational needs today.

### The 4 Drives:



#### Acquire & Achieve

Driven to acquire things, status and resources.



#### Bond & Belong

Driven to create positive relationships, engage with other and "fit in".



#### Create & Challenge

Driven to create, improve, master, learn and overcome challenges.



#### Defend & Define

Driven to defend status, ideas, relationships, and define a larger purpose.

The 4-Drive Model provides you with a holistic model to understanding how you can motivate your employees by satisfying all their underlying drives. Our experts help you apply these lessons to your programs, processes and training initiatives.

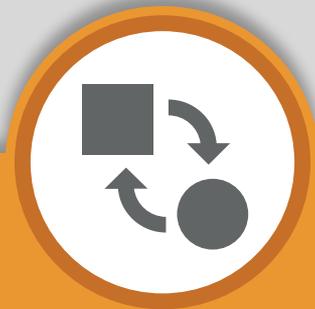
## Behavior Change Workshops

We provide you with a number of workshops for your managers that help them motivate and drive the behavior of their employees.



#### Igniting Motivation

Helps your managers ignite the motivation in their teams



#### 6 Steps to Purposeful Change

Help your people understand what it takes to sustain change and achieve their goals



#### 4-Drive Model of Employee Motivation

Help your managers apply insights from the 4-Drive Model to how they lead their teams



#### Behavioral Economics and Change

Help your people apply behavioral economic principles to more effectively change behavior

# Behavioral Change Workshops

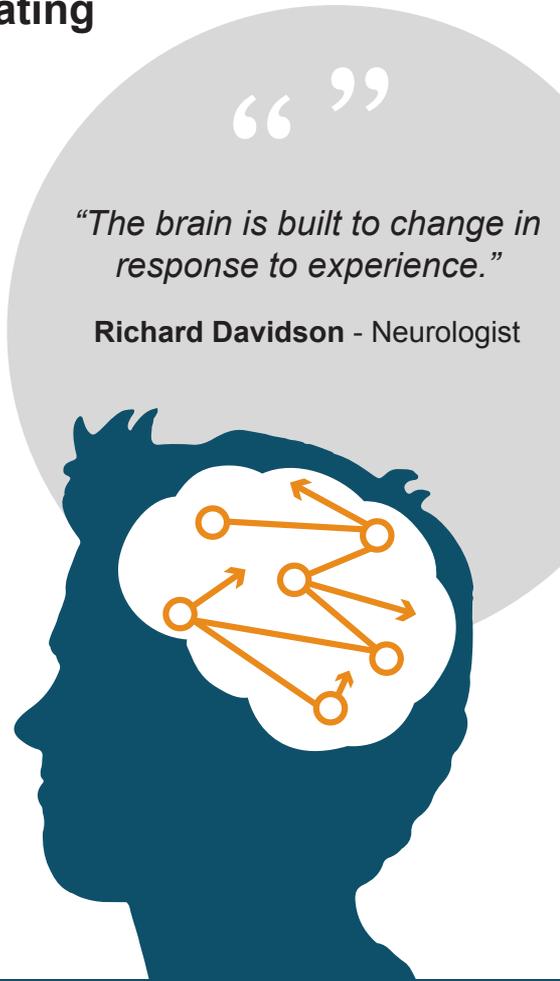


**LANTERN**  
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## What We Do

We make your managers and employees more productive by teaching them how to apply behavioral science to their work. Our workshops provide your employees with the knowledge and skill to **better relate to people, influence how they drive change, and create powerfully motivating work places.**

## What Makes Us Different?



“ ”

*“The brain is built to change in response to experience.”*

Richard Davidson - Neurologist

## Purposeful Change – 6 steps to achieving your goals

If your people have had difficulty in sustaining their momentum to reach their goals – this workshop can help. This hands on session provides insights from the latest research on personal motivation, behavioral economics, willpower, and habit formation to help people stay motivated and achieve their goals.

In this session, participants are led through the six-steps that can not only help them ignite their motivation, but also build ways to maintain that motivation for the long run.

## 6 Steps to Driving CHANGE



**Engage THEIR Emotions**



**Redesign THEIR Routines**



**Enable THEIR Environment**



**Socialize THEIR Support**



**Breakdown THEIR Barriers**



**Plot THEIR Progress**

Participants work through individual and small group exercises where they construct their own motivational plan that they can begin using right away.

# Behavioral Change Workshops

## 4-Drive Model of Employee Motivation

Do your managers have the skills and knowledge to fully motivate their team? This session provides an overview of the 4-Drive Model of Employee Motivation and provides key insights for how managers can apply these principles to increase their employees' motivation.

Packed with real-world examples from our work with companies, this session provides your managers with insights into how each of the drives can be leveraged to improve their team's motivation and performance.



### Acquire & Achieve

Driven to acquire things, status and resources.



### Bond & Belong

Driven to create positive relationships, engage with other and "fit in".



### Create & Challenge

Driven to create, improve, master, learn and overcome challenges.



### Defend & Define

Driven to defend status, ideas, relationships, and define a larger purpose.

## Behavioral Economics and Organizational Change

Do your managers and executives understand the principles of behavioral economics and how they impact performance? This session overviews the key tenants of behavioral economics and how they can be applied to your incentives, rewards, and leadership practices.

We help you understand the often irrational world of human behavior. We provide research and real-life examples that show how behavioral economic principles impact your employees and identify "hacks" that you can use to improve performance.



**Behavioral Economics** – because people are not always rational

## Shark Tank Design Workshops

Combining key facets from behavioral science and the competitive element of Shark Tank, we take teams through the process of developing: new products, cost saving initiatives, or motivational contests that improve the performance of your company.

Over the course of 2 days, teams are provided with key knowledge from behavioral science that matches with their objective. Teams then work together with the help of experts to design a product, initiative, or motivational contest that will improve overall performance. They work through initial concepts, benefits, cost, ROI, and potential hurdles. At the end, teams present their concepts to a panel of Senior Executives who will either choose to fund the idea or not.

