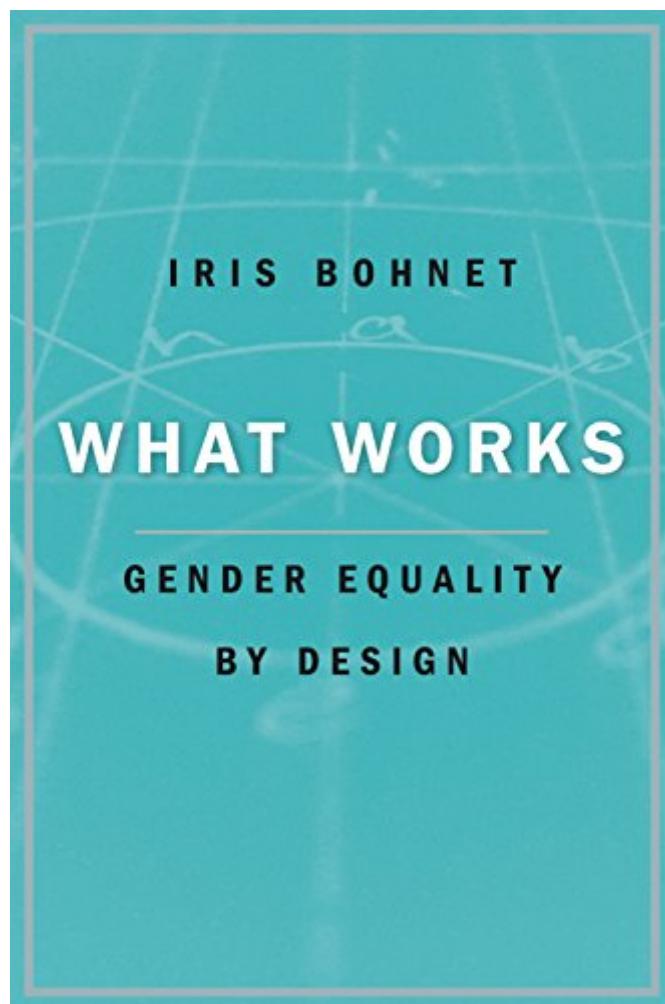


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# What Works



## **Synopsis**

Gender equality is a moral and a business imperative. But unconscious bias holds us back and de-biasing minds has proven to be difficult and expensive. Behavioral design offers a new solution. Iris Bohnet shows that by de-biasing organizations instead of individuals, we can make smart changes that have big impactsâ "often at low cost and high speed.

## **Book Information**

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## **Customer Reviews**

As Iris Bohnet explains, this book is the result of a nearly ten-year journey that began when David Ellwood, then dean of Harvard Kennedy School, invited her to serve as faculty chair and later director of the Women and Public Policy Program (WAPPP), one of the Kennedy Schoolâ ™s research centers.â œThe bookâ ™s goal is to offer good designs it you; designs that make it easier for our biased minds to get things right. Based on research evidence, we can change the environments in which we live, learn, and work. My principal focus here is the stubborn, costly problem of gender inequality, but the recommendations I make stem from a wealth of research

about decisions and behavior that go well beyond gender. The book takes as a given that people make mistakes; they make them often and (sometimes) unknowingly. As a consequence, these mistakes reduce everyone's well-being. She goes to suggest that the solutions she recommends come from the field of behavioral economics, building on insights on how our mind works. She invites her reader to become a behavioral designer and I hope each reader accepts this invitation because those who read this brilliant book "not Iris Bohnet" will need to achieve the behavioral changes in their respective environments. Think of this book as both a call to action and an operations manual. It provides just about all the information, instruction, insights, and counsel that anyone needs to help create and sustain healthier environments. It must be a collaborative environment. It is important to keep in mind that behavioral design goes beyond law, regulation, or incentives, although it acknowledges that these are and will remain important.

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