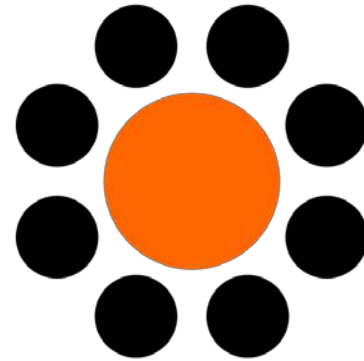
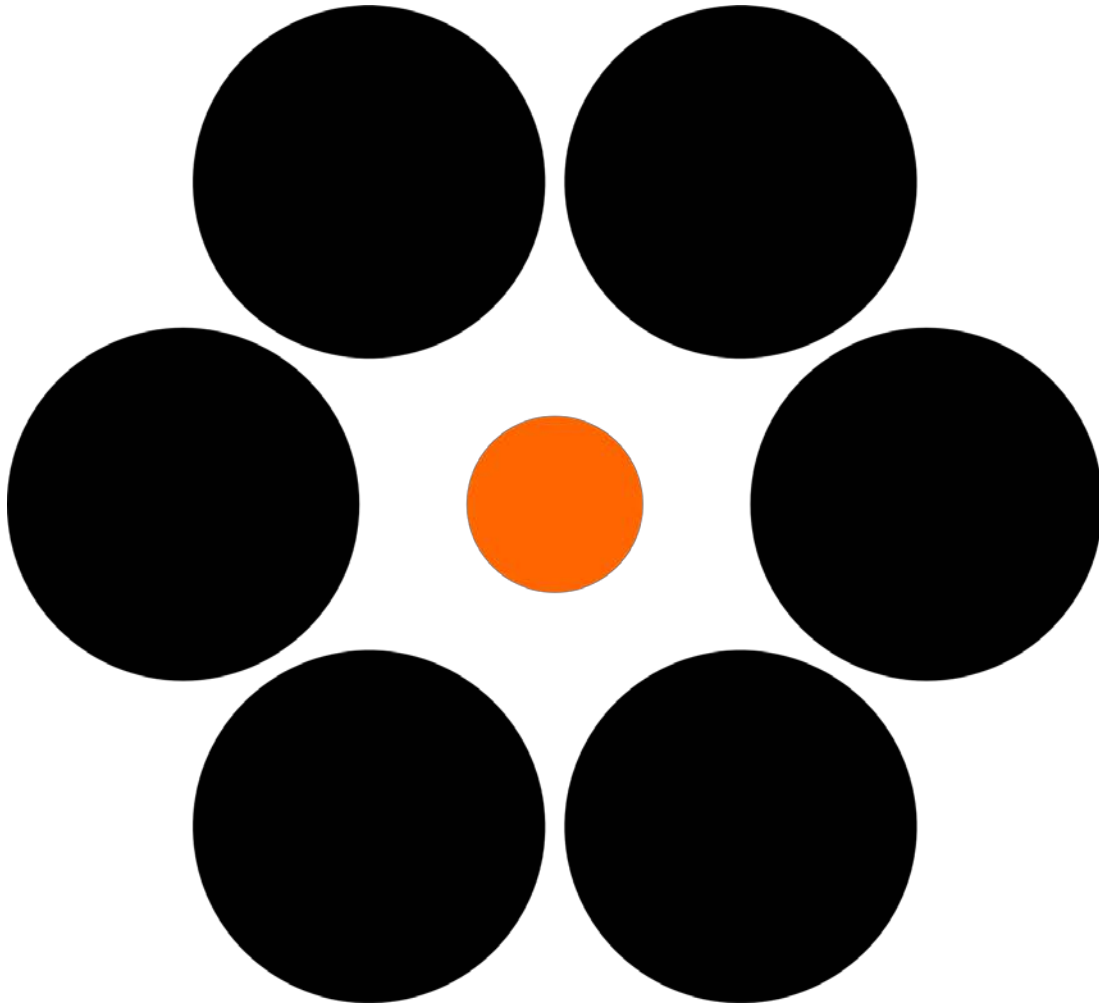




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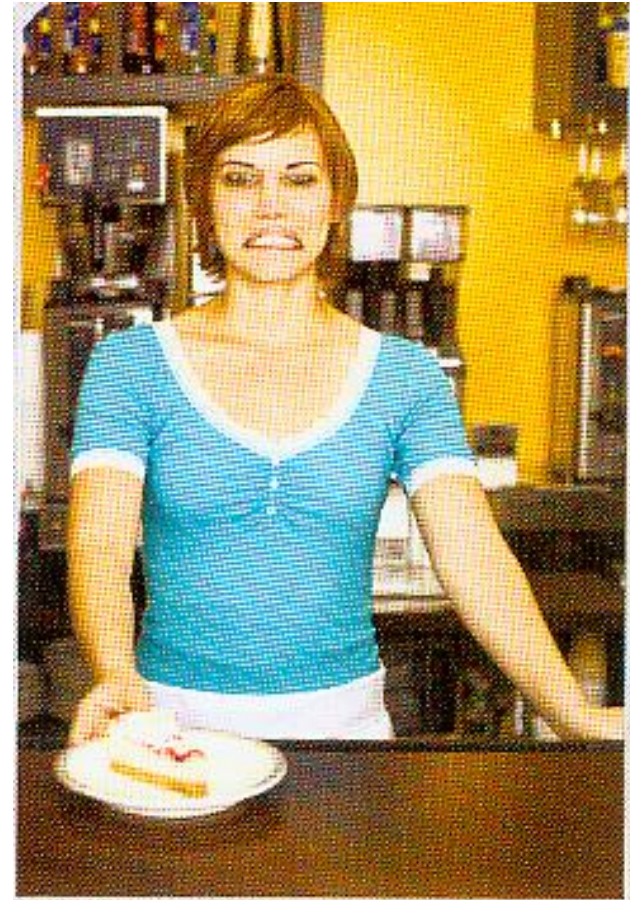
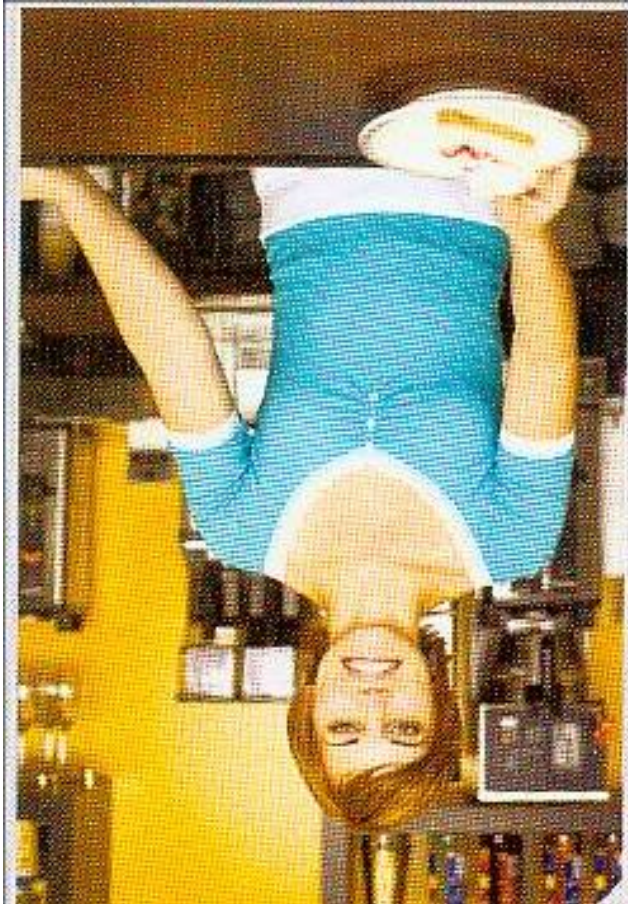
# Three questions



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**Do you know your  
“decision mind-ware”?**

# What's she like?



Jarrett (2008). Event Report. *The Psychologist*,





**95%** of our decision making  
happens in the **sub-conscious**

# The standard approach

Complex problems are due to a lack of awareness, skills or will to change.

- Behaviours believed to be due to active decisions.
- We compute intentions from actions.
- Solutions focus on raising **awareness**, offering **incentives** or threatening **sanctions**.

1. Exercise every day.
2. Read the comics for laughs.
3. Find a quiet place to be alone.
4. Live within your budget.
5. Remind yourself that most hard situations are temporary.
6. Keep a journal.
7. Stay alert.
8. Blog, but be careful what you share.
9. Read books.
10. Jump rope.
11. Stay busy.
12. Talk to the emotional counselor if you have strong feelings that don't go away.
13. Do number puzzles.
14. Remember that worrying uses energy you need to stay safe.
15. Don't have sex with someone who might have sexual transmitted diseases.
16. Never reveal sensitive information in e-mails, blogs, conversations, etc.
17. Get enough sleep.
18. Try to talk with friends who seem stressed.
19. Know that combat stress is normal and can be treated.
20. Avoid alcohol and other drugs.

## 77 Ways to Deal with Stress

Referencia: Pamphlet of 101 Ways Deal With Stress of ETR Associates, 2007.

21. Try not to worry about the future.
22. Keep a sense of humor.
23. Watch a comedy.
24. Avoid rumors. They zap energy and they're usually not true.
25. Smile whenever you can.
26. Chew gum.
27. Do crossword puzzles.
28. Take naps.
29. Go for walks.
30. Talk to a friend about any worries.
31. Remember to eat.
32. Listen to music.
33. Sing.
34. Get tips for dealing with stress from the emotional counselor.
35. Take martial arts classes.
36. Hang out with friends.
37. Draw in a sketchbook.
38. Practice putting golf balls.
39. Write letters.
40. Learn deep-breathing exercises.
41. Play cards.
42. Lift weights
43. Jog in place.
44. Help someone who needs it.
45. Try to stay calm.
46. Count your blessings.
47. Meditate.
48. Learn how to ask for help.
49. Play basketball.
50. Be a Big Brother or Big Sister with new students.
51. Allow yourself extra time if you can.
52. Know what's important and keep things in perspective.
53. Drink lots of water.
54. Notice your feelings.
55. Break large tasks into small steps.
56. Listen if someone needs to talk.
57. Use condoms if you have sex.
58. Learn from mistakes.
59. Don't gossip
60. Take pictures.
61. Clear up conflicts as soon as you can.
62. Find ways to relax when you're off duty
63. Eat healthy food.
64. Do crunches.
65. Remember what you're grateful for.
66. Do someone a favor.
67. Forgive someone.
68. Take one day at a time.
69. Sing karaoke.
70. Mentor someone new.
71. Swap good books with others.
72. Keep a good luck charm.
73. Tell the emotional counselor if someone seems depressed or angry
74. Keep your finances in order.
75. Know the symptoms of combat stress and how to get help if you have them.
76. Breath deeply to slow yourself down.
77. Focus on today.

## Myths & Facts:

**Myth:** You have to use drugs for a long

**Fact:** Drugs can cause the brain to send the wrong signals to the body. This can make a person stop breathing, have a heart attack or go into a coma. This can happen





# A people centred approach

Complex problems are due to a number of uncertain economic, environmental and psychological causes.

- Explore **what** people really need, want and desire.
- Understand **why** they behave the way they do.
- Use the design of products, services and places to guide and support people in making better decisions.



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OPENING HOURS

MON	9:00 - 21:00
TUE	9:00 - 18:00
WED - FRI	9:00 - 21:00
SAT	11:00 - 21:00

An aerial photograph showing a multi-lane highway interchange. A large, light-colored concrete retaining wall runs along the top of the highway, separating it from a body of water. The highway has several lanes with cars driving. There are trees and a building with a flat roof in the foreground. The text '36% reduction in accidents' is overlaid in yellow on the image.

**36%**  
**reduction in**  
**accidents**



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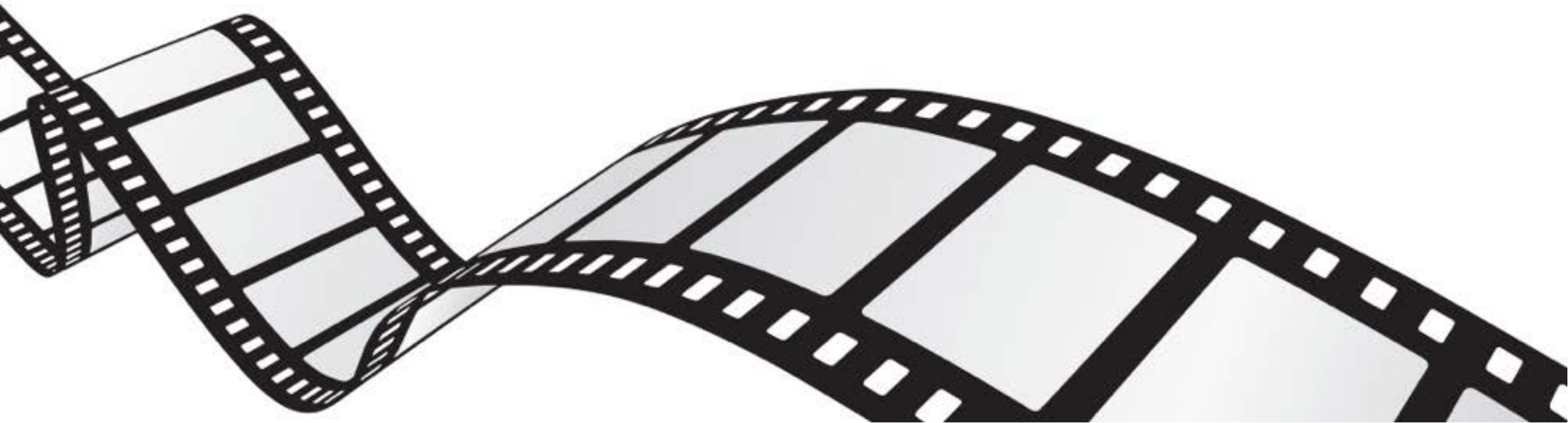
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**17 × 24**



The measure of **success** for **System 1** is the **coherence** of the story it manages to create, ignoring the quality and quantity of data!





# Set defaults

# Commitment devices

# Pay attention to repeat tasks

# Takeaway

Design for System 1

Set defaults

Use commitment devices

Pay attention to repeat tasks



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**Thank you**

**@umar\_taj**