

# Decision-Making & Heuristics



## How Does Our Brain Work?

Decision-making is a mixture of both fast and slow thinking.

95%

of all decisions are made subconsciously

**FAST**

System 1 Thinking

Automatic

Intuitive

Emotional

Heuristic-based



Calculating

Conscious

Logical

Rule-based

**SLOW**

System 2 Thinking

## The Reality of Decision-Making

People are often irrational when making decisions.

We are all subject to **behavioral biases** aka **heuristics** that shape our decisions.



## Applying Heuristics to Your Marketing Strategy

So how do we leverage heuristics to influence customer behavior?

Using CMI's four step model, we unveil the strategy needed to ensure that **customers choose your product more often.**



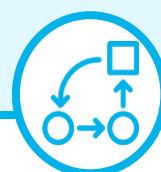
**GOAL**

Identify the behavior we want to alter



**WHY**

Understand the motivations behind the current behavior; identify the heuristic cues



**APPROACH**

Determine which behavioral intervention will work best for the segment



**OUTCOME**

Create messaging strategies to disrupt the mental model and mitigate behavioral biases

