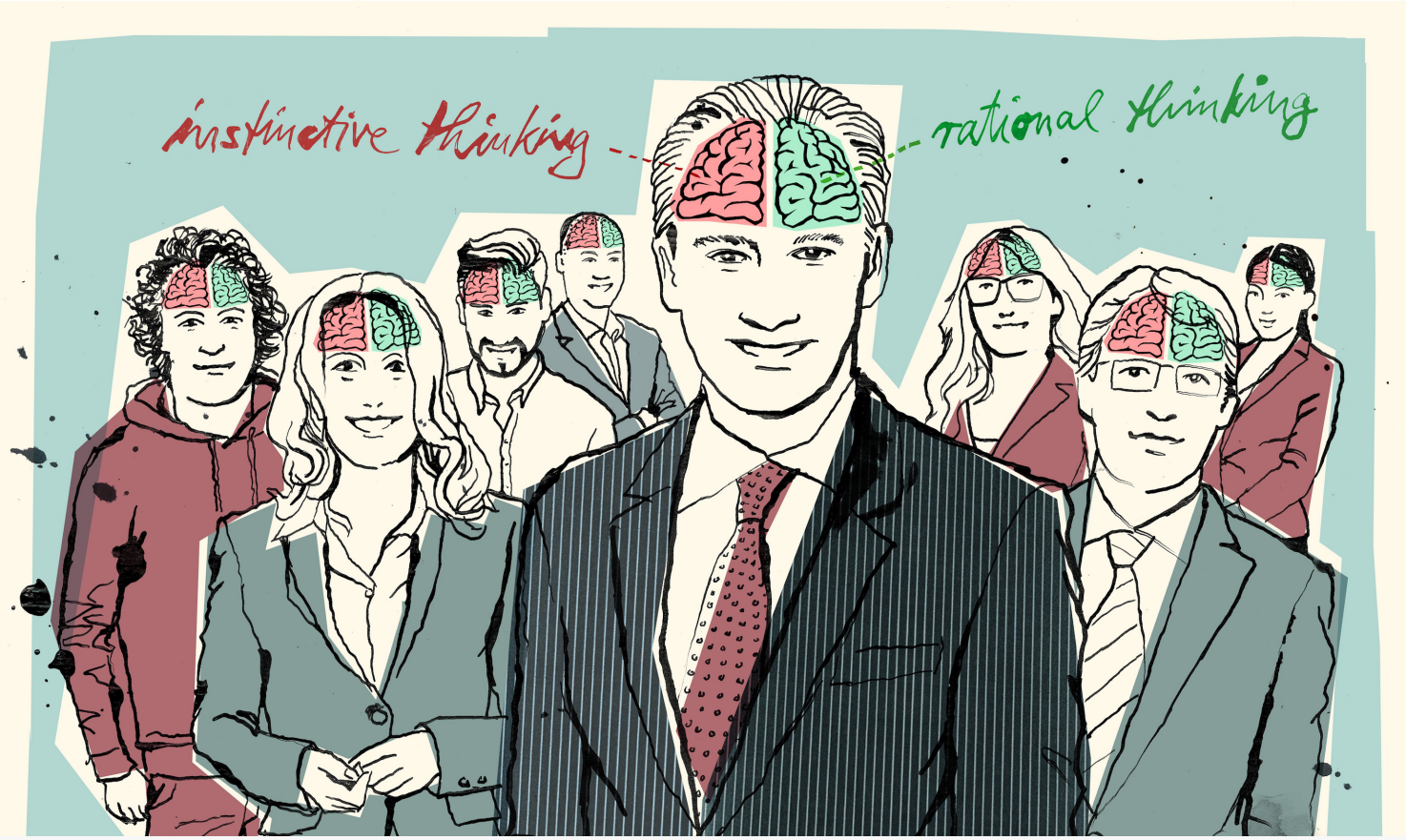


Nobel Prize for nudge theory

This article reflects the status at the time of its publication. The content may since have become outdated.

11/10/2017 Porsche Consulting also helps managers make use of this idea.

Using expertise from the behavioral sciences, Porsche Consulting supports company leaders in designing intelligent work environments. Nudge management supplements classical ways of increasing productivity and transforming cultures by appealing to employees' instincts in targeted ways.

So-called "nudges" in the form of interior decoration or software settings can make it easier for people to work effectively by encouraging full concentration, open forms of communication, or shorter meetings. Individual well-being, productivity, and innovative power are also thereby enhanced. Nudge management achieves rapid results at companies and is well received by employees, and can therefore promote strategy implementation and digital transformation.

Link Collection

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart