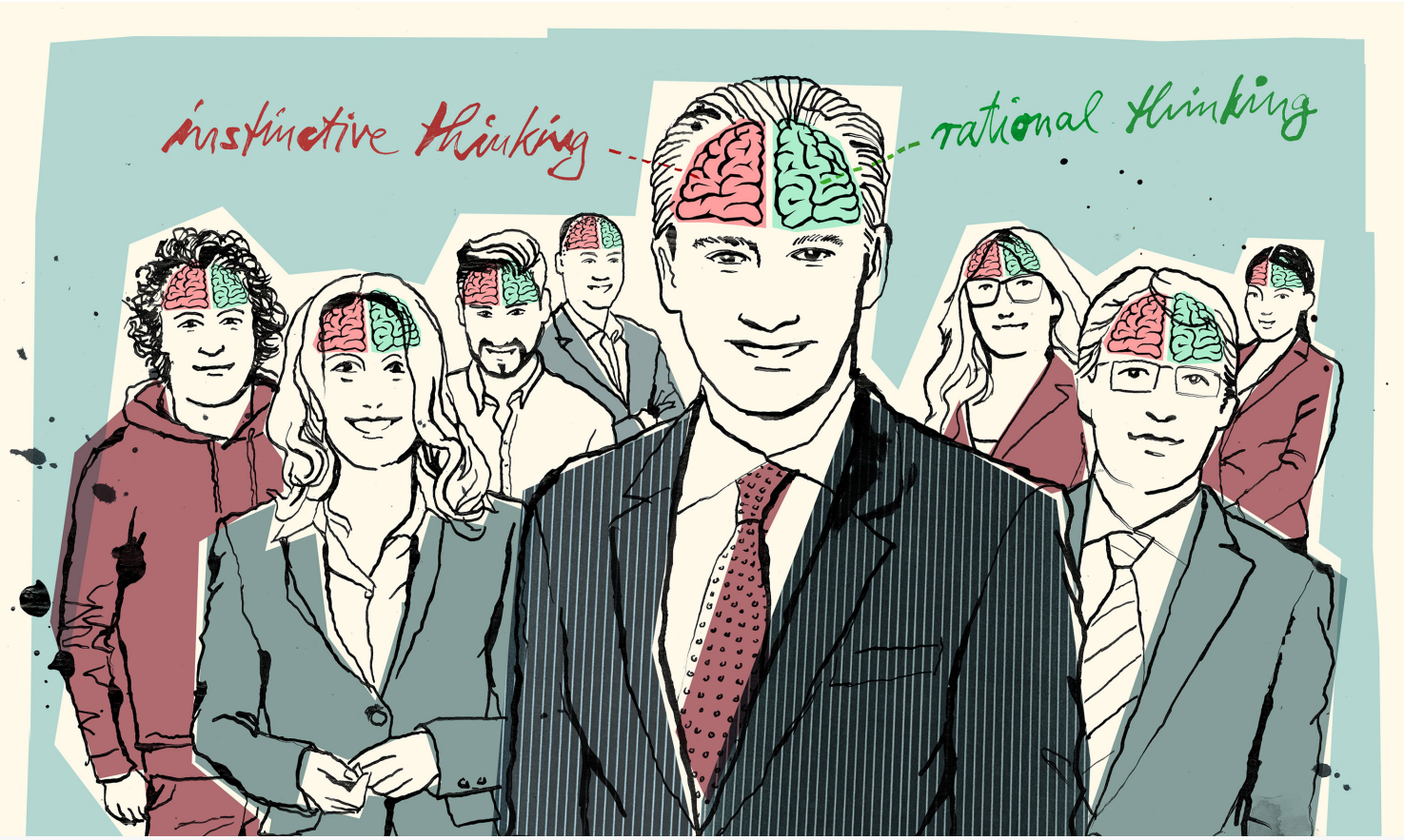



# “Nudgers” make better bosses

02/08/2017 How nudge management makes employees more efficient.

Companies can take what are actually very simple steps to help their employees work more efficiently—via the power of instinct. What used to be a gap in the range of leadership resources is now being closed by nudge management. This tool utilizes small interventions to guide employees at the instinctual level. For example, the structure of offices or the settings of software systems can make it easier for people to act in accordance with a company’s aims. Suitable nudges—such as promoting full concentration, encouraging the exchange of knowledge among employees, or shortening meetings—can be used to address many problems. Tech companies from Silicon Valley are the pioneers in this field, but more and more companies in Europe are also discovering this approach for themselves.

## Link Collection

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