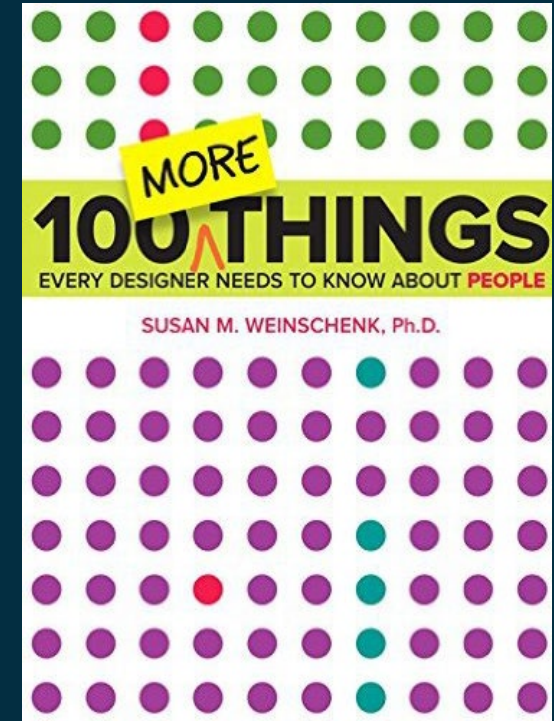
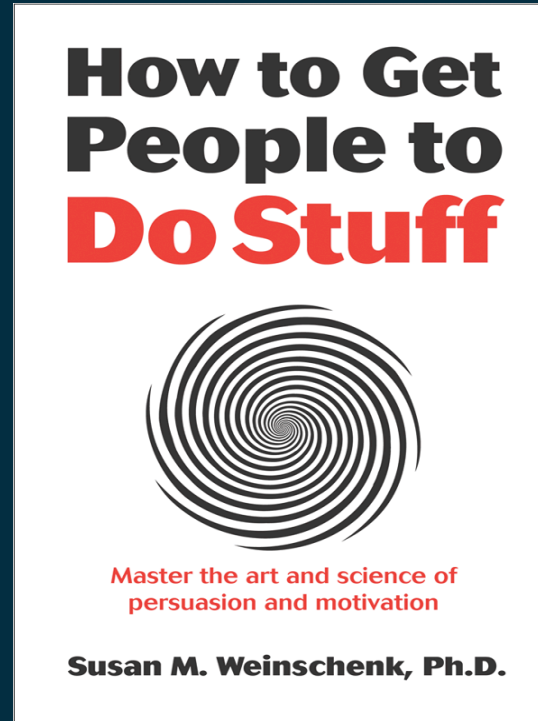
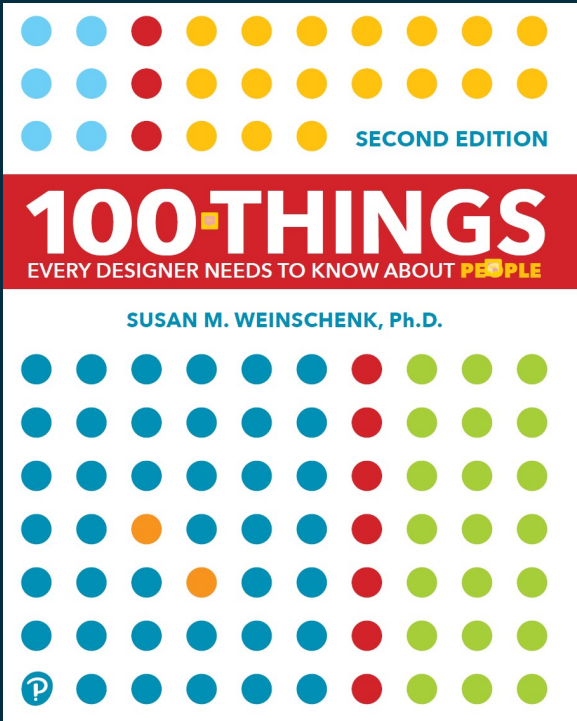


TOP 5 THINGS YOU NEED TO KNOW ABOUT PEOPLE

June 4, 2020

THE TEAM 



1

CONFIDENCE
TRIGGERS DECISIONS

People decide when they *feel confident* of their decision.

Andrea Insabato, Mario Pannunzi, Edmund T. Rolls, Gustavo Deco. Confidence-Related Decision Making. *Journal of Neurophysiology*, 1 July 2010 Vol. 104 no. 1, 539-547.

This is an unconscious process that can result in a single neuron firing.

Adam Kepecs, Naoshige Uchida, Hatim A. Zariwala & Zachary F. Mainen. Neural correlates, computation and behavioural impact of decision confidence. *Nature*, September 11, 2008, 455, 227-231.

There is a part of the brain that monitors time.

Decision is taking too long = I must not be confident = Don't make a decision



The median age of a person
on the planet is __

Median vs. Mean (Average)

Mean (Average):

5 20 25 32 47 69 92

Median vs. Mean (Average)

Mean (Average):

5 20 25 32 47 69 92

Mean or Average:

$(5+20+25+32+47+69+92)/7$

Median vs. Mean (Average)

Mean (Average):

5 20 25 32 47 69 92

Mean or Average:

$$(5+20+25+32+47+69+92)/7$$

$$289/7 = 41$$

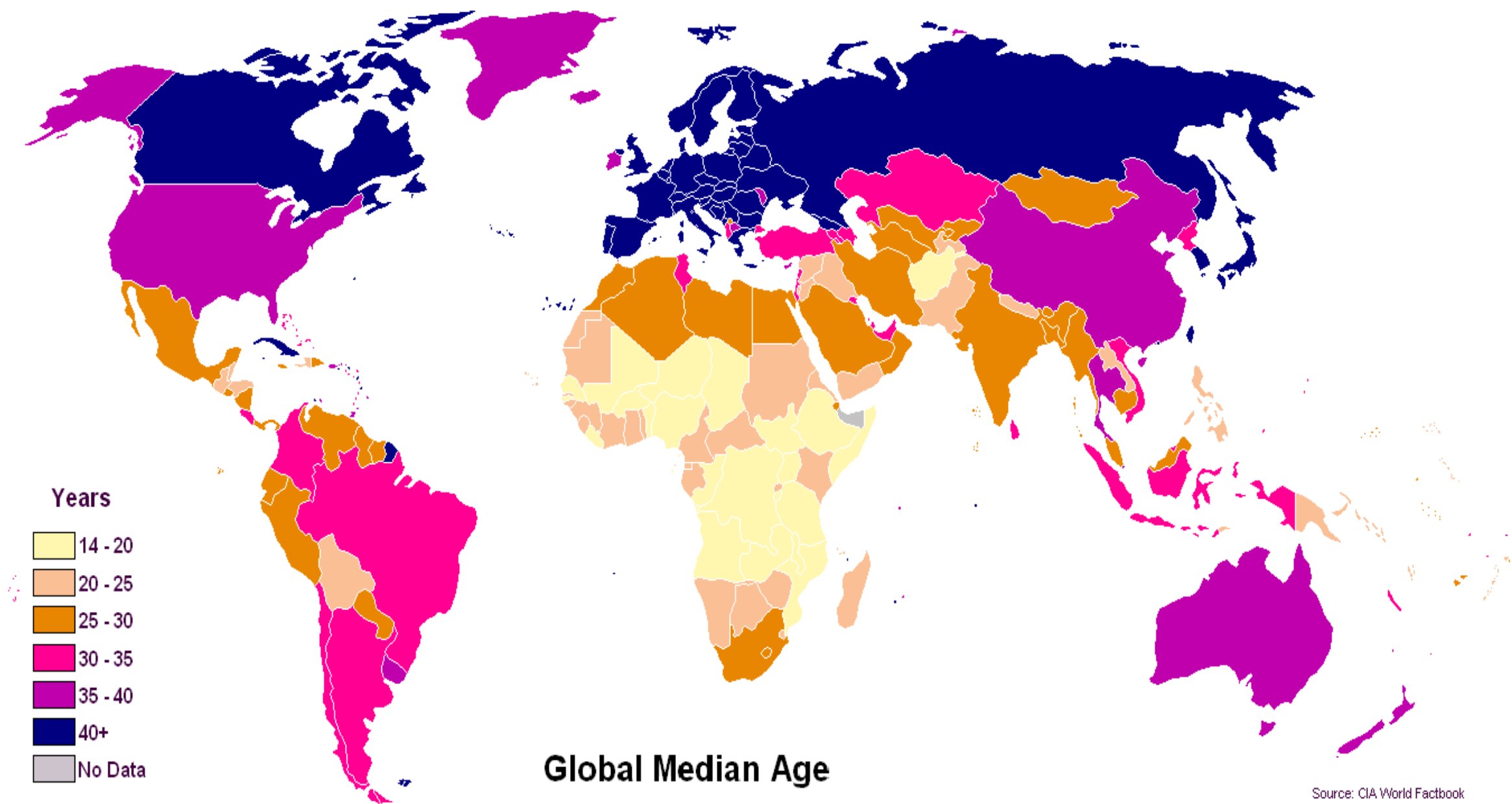
Median vs. Mean (Average)

Median:

5 20 25 32 47 69 92

POLL

The median age of a person
on the planet is __



Global Median Age

Source: CIA World Factbook



2

**MENTAL MODELS
ABOUT TECH ARE
SET AT PUBERTY**

Seven Drivers of Motivation

1. The Need To Belong
2. Tricks Of The Mind
3. Instincts
4. Habits
5. Carrots & Sticks (Rewards)
6. The Power of Stories
7. The Desire For Mastery

Seven Drivers of Motivation

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WE DIE WITHOUT
HIGH QUALITY
SOCIAL
INTERACTIONS

“Failure To Thrive” Syndrome

Bruce D. Perry, 2010. *Born for Love: Why Empathy Is Essential--and Endangered.*

Monographs of the Society For Research In Child Development, 2008, *The Effects of Early Social-Emotional and Relationship Experience On The Development of Young Orphanage Children.*



More
social
ties

=

Less
chronic
disease



Yang Claire Yang, Courtney Boen, Karen Gerken, Ting Li, Kristen Schorpp, Kathleen Mullan Harris. Social relationships and physiological determinants of longevity across the human life span. *Proceedings of the National Academy of Sciences*. 2016.

People working in a group came up with ideas faster (from 66 percent to up to 93 percent faster), and came up with more ideas than people working alone.

Allport, Floyd Henry. "The Influence of the Group Upon Association and Thought."
Journal of Experimental Psychology, 1920, 3: 159-182.

Social Facilitation Effect

People who THINK they are working in a team work longer, enjoy the work more, and are more likely to work on a similar task weeks later than people who think they are working alone.

Carr, P. B., & Walton, G. M. Cues of working together fuel intrinsic motivation. *Journal of Experimental Social Psychology*, 2014, 53, 169-184.



4

PEOPLE WORK
HARDER, LONGER,
BETTER IN TEAMS

POLL: WHICH IS USUALLY THE **LEAST** EFFECTIVE?

The Need To Belong

Instincts

Habits

Rewards

The Power of Stories

The Desire For Mastery



5

**REWARDS ARE NOT
VERY EFFECTIVE FOR
LONG TERM CHANGE**

5 THINGS SUMMARY

- 1 Confidence triggers decisions
- 2 Mental models about tech are set at puberty
- 3 We die without high quality social interactions
- 4 People work harder, longer, better in teams
- 5 Rewards are not very effective for long term change

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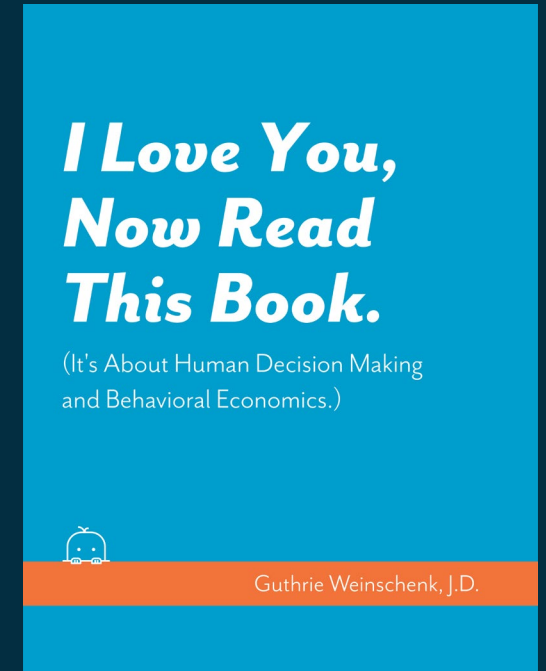
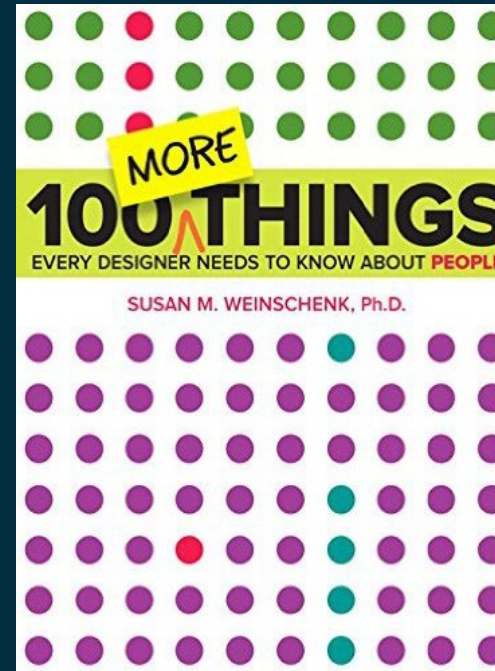
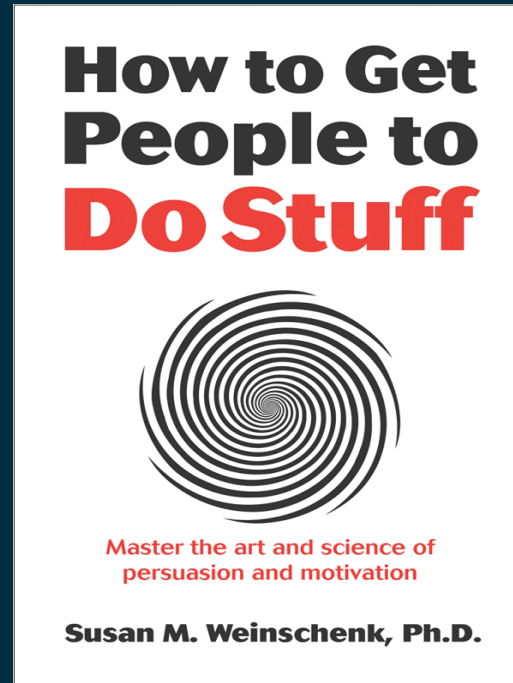
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