



Behavioral Psychology Tips That Power Teams & Productivity

Plaza Clients

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Agenda

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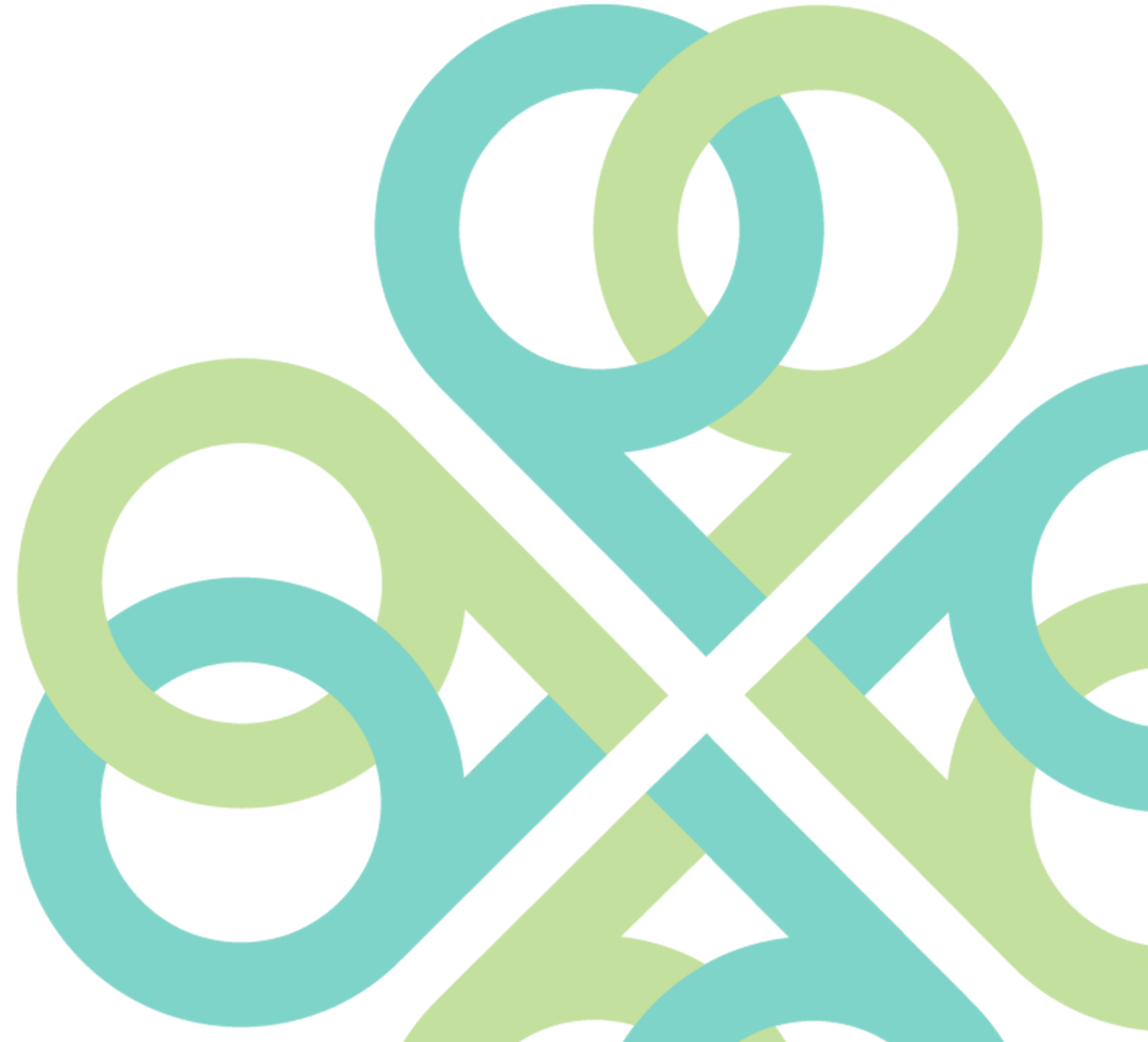
Define Behavioral Psychology

Identify Logical vs. Emotional Decision-Makers

Explore Behavioral Psychology Techniques

Key Takeaway

First Things First



What is it?



Behavioral Psychology is...

The practice of applying principles from the field of psychology to understand and influence others' behavior, by analyzing their observable actions and reactions to tailor strategies and communication to better meet their needs and motivations.

What Kind of Decision Maker Are You?

A close-up photograph of a person's hand holding a silver pen and writing on an orange sticky note. The hand is wearing a grey long-sleeved shirt and a thin silver ring. In the background, several other colorful sticky notes (yellow, purple, green) are visible on a white surface, and a blurred computer monitor is in the distance.

Logical

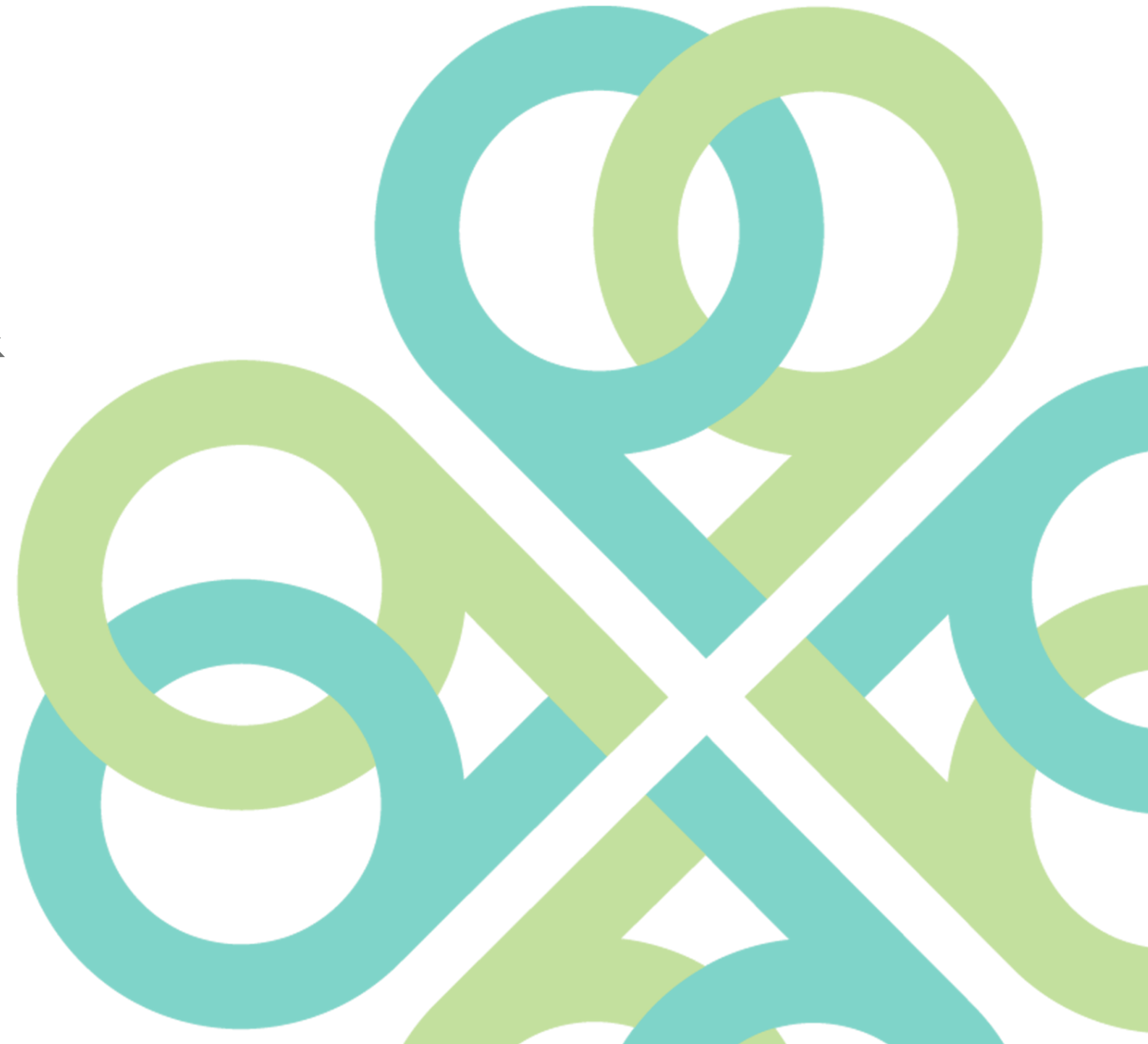
Emotional

Logical vs. Emotional



Logical	Emotional
Emphasizes:	Emphasizes:
Data-driven and analysis	Gut feeling and intuition
Objectivity	Subjectivity
Thorough consideration over fast decisions	Personal connection
Evidence to support decisions	Harmony (win-win)
Measurable results	Value alignment
Heavily weighs pros & cons	Positivity
Tone: More neutral and fact-based	Tone: Reflects feelings (i.e., excited, disappointed)

Decision Making Style & Behavioral Psychology



Logical Decision Makers



Appreciate solutions that include:

- ✓ Structured information
- ✓ Evidence data
- ✓ Well-supported ideas
- ✓ Measurable benefits




Present Data & Evidence Clearly

The idea of presenting data and evidence clearly is powerful when the data is well-organized and highlights metrics, stats, facts, etc. in a straightforward way.



Framing Effect

The principle of the Framing Effect is that the way information is presented and positioned will influence people's decisions and perceptions. Even if the underlying facts are the same, presenting them in different ways can lead to different outcomes.

A large, five-pointed orange star with a dark brown outline, positioned in the bottom left corner of the slide.

Positive
Outcome



Emotional Decision Makers



Appreciate solutions that include:

- ✓ Personal connection
- ✓ Win-win situations
- ✓ Alignment with their values
- ✓ Empathy



Reciprocity

The principle of reciprocity is when by offering something small and valuable for free, like a helpful resource, free trial, or consultation, it increases the likelihood that the other person will want to return the favor.

- 1. Initial Action (the give)**
- 2. Psychological Trigger**
- 3. Outcome (the favor return)**



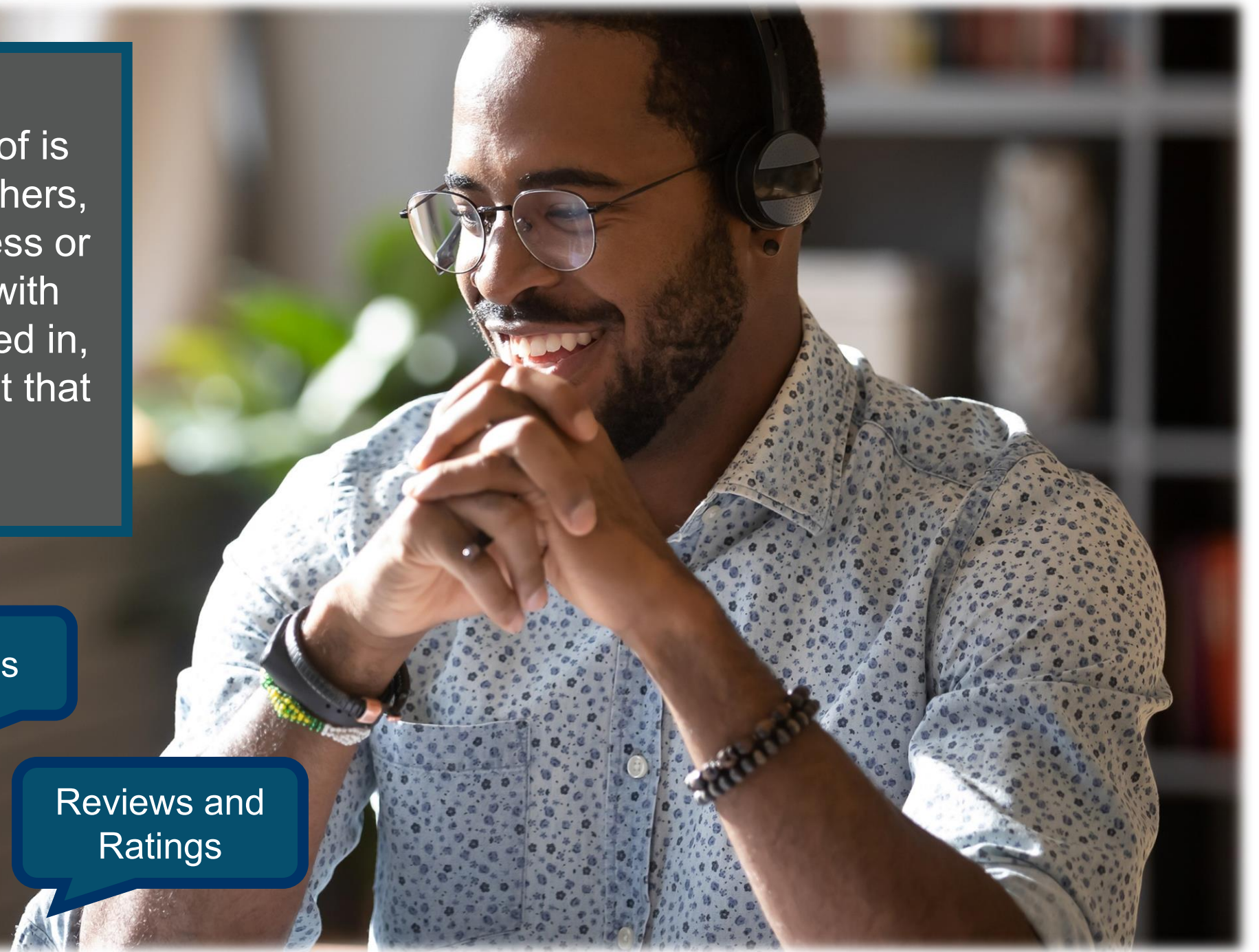
Social Proof

The principle of Social Proof is when someone sees that others, like them, have found success or had positive experiences with something they are interested in, and they feel more confident that it's a good decision.

Success Stories

Testimonials

Reviews and
Ratings



Recap



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Key Takeaway

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Think about
those around
you and what
your takeaway
to be



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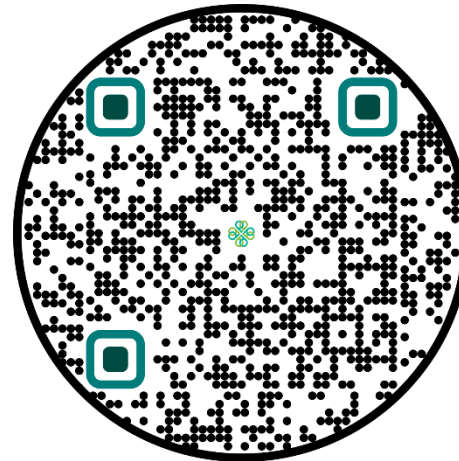
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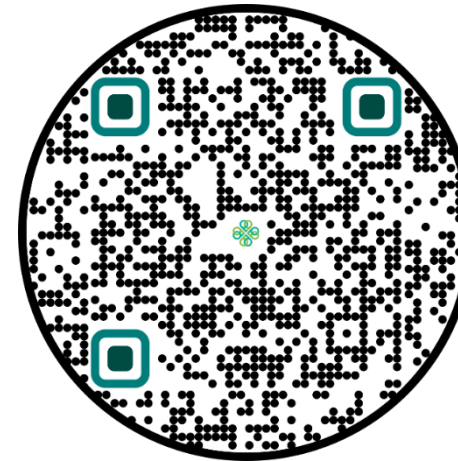
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If you have any questions or comments, please feel free to contact your Plaza Account Executive or the Plaza Training Team at training@plazahomemortgage.com.