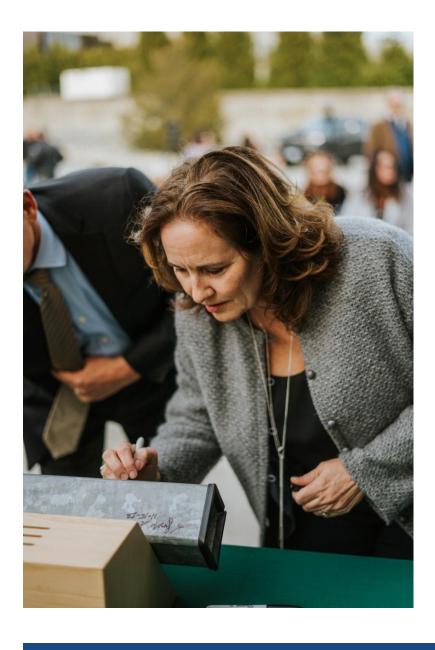


Behavioral Economics: Policy Applications & Practical Guidance

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Background

- Attorney by trade
- Hired into government to make it easier to do business
 - Searched the globe to find best practices
 - Met with thousands of business owners at hundreds of events
 - Part of larger effort to address business complaints
- Promoted to Director, Department of Business Regulation
- Promoted to Secretary of Commerce
 - Focus today on process improvement

Impressions: Who is in the audience?

Need to consider all parties involved in the change process...

- Funders (General Assembly, grant programs, etc.)
- Leadership (President/Governor, Agency Lead, etc.)
- IT Department
- Unions
- Vs. CUSTOMER

Impressions: Other factors to consider

Need to consider the surrounding factors that may contribute...

- Is the program forced or by choice?
 - Employee or customer
- Is there help to get it done?

- Is it well funded or bootstrapped?
 - Any 'cost' for the customer?

Impressions: Other factors to consider

Need to consider the surrounding factors that may contribute...

- How difficult is it to do?
 - Hassle factor
- How fast must it be done?

- How is it being relayed?
 - Forced, neutral, or via trusted party

Impressions: Interplay with what is being offered

What is the program offering and what role does it play:

- Are you giving something away?
 - Or taking something?
- Is there an unlimited supply?

Related to money, health, or something else?

Impressions: Interplay with what is being offered

What is the program offering and what role does it play:

Service vs. tangible product

Cash vs. credit

Basic or advanced



Rhode Island Example pt.1

Forced vs. Choice:

- Law, Regulation, Standards, or Process
- Ex: Ice Cream, Mimosas, Handrails, and Food Trucks

Help to accomplish:

- Financial Support (to make stuff happen),
 Staffing
- Ex: Electronic Permitting

Speed needed:

Ex: COVID Programming

Rhode Island Example pt.2

Hassle:

- Ease of application
- Ex: Real Estate Licenses

Communication:

- Use of intermediaries
- Ex: Minority Business Accelerator, Energy
 Efficiency program



Questions?

