

KONTEKST: ER DU TILFREDETS MED DIN LØNSTIGNING?

Hvad var forskellen?

Om de fik at vide, at deres
tætteste kollega havde fået 9
procent.

TO SYSTEMER

SYSTEM 1:

Hurtigt
Intuitivt
Ubevidst
Nutidigt

SYSTEM 2:

Langsomt
Reflekteret
Kontrolleret
Fremtidigt

SCIENCE 02/22/2016 03:50 pm ET

Scientists Reveal The Best Time Of Day To Take An Exam

Every hour after 8 a.m. that an exam is taken is equivalent to 10 missed days of school, a new study finds.



By Carolyn Gregoire

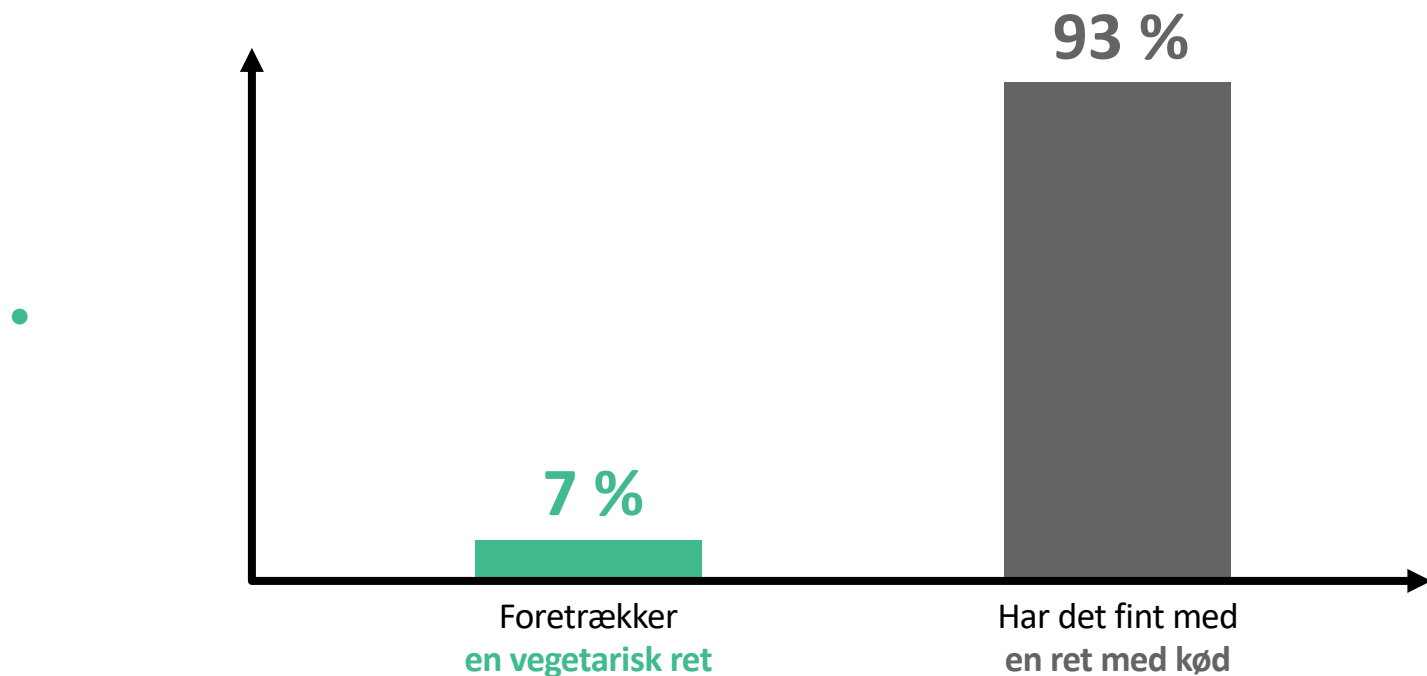


1
**Strategier
udføres**

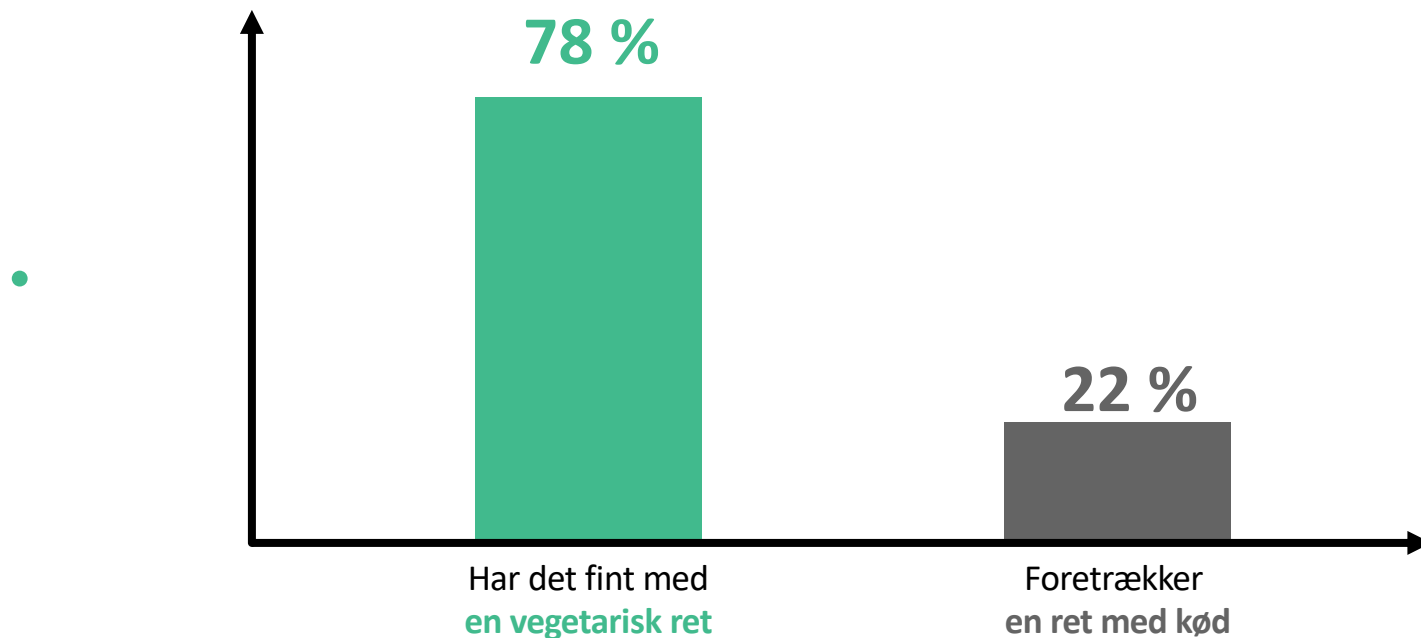
2
**Strategier
laves**

PRINCIP 1: LETHED TRUMFER MOTIVATION

"TIL FROKOST BLIVER DER SERVERET EN RET MED KØD"



"TIL FROKOST BLIVER DER SERVERET EN VEGETARISK RET"



LETHED OG FONT

**8.2 minutes
estimated**

Tuck your chin into your chest, and then lift your chin upward as far as possible. 6–10 repetitions
Lower your left ear toward your left shoulder and then your right ear toward your right shoulder. 6–10 repetitions

**8.2 minutes
estimated**

Tuck your chin into your chest, and then lift your chin upward as far as possible. 6–10 repetitions
Lower your left ear toward your left shoulder and then your right ear toward your right shoulder. 6–10 repetitions

**15.1 minutes
estimated**

*Tuck your chin into your chest, and then lift your chin upward as far as possible. 6–10 repetitions
Lower your left ear toward your left shoulder and then your right ear toward your right shoulder. 6–10 repetitions*

ORGANDONATION

Ønsker du at tage stilling til organdonation?

Hvis du er over 15 år, modtager du et donorkort sammen med dit fysiske sundhedskort, som du kan udfylde og bære på dig.

Du kan slippe for at bære rundt på dit donorkort ved at registrere dine ønsker til organdonation på sundhed.dk.

Hvis du allerede har registreret dine ønsker til organdonation på sundhed.dk, eller ikke ønsker at registrere dine ønsker lige nu, kan du trykke på "Luk".

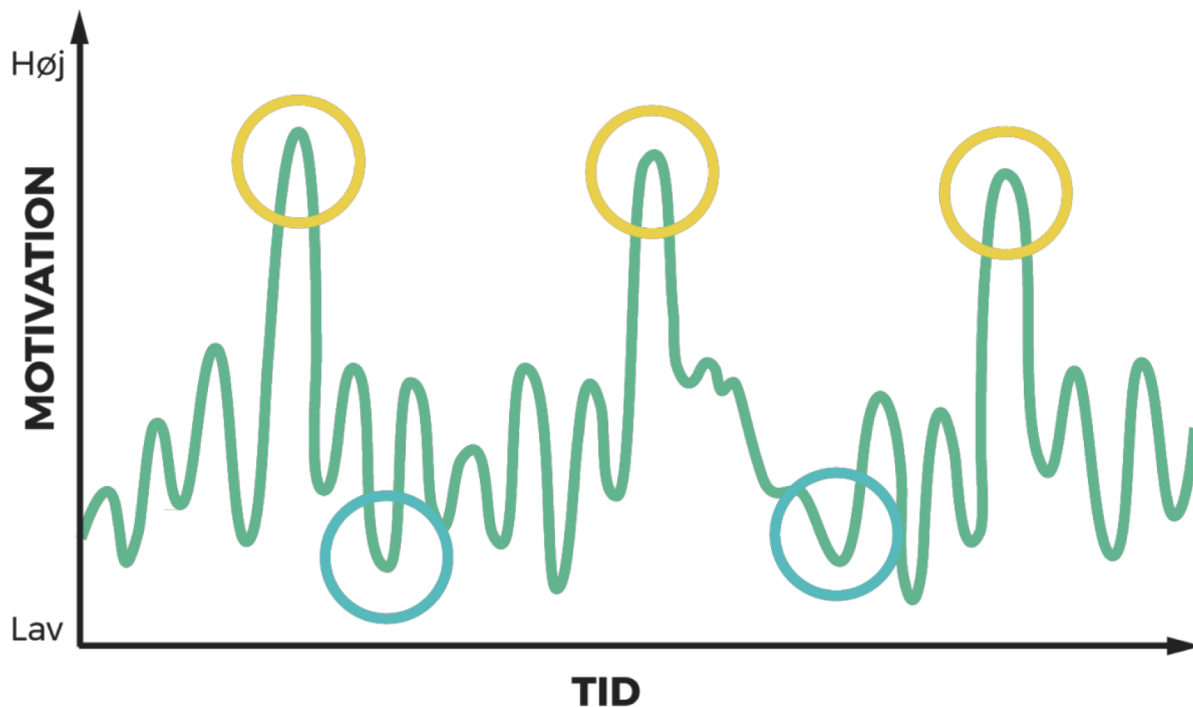
Registrér donorønske

Luk

DE TRE PROBLEMER MED MOTIVATION

1. Den kommer i bølger
2. Den kommer ubelejligh
3. Den er ikke god til varige forandringer

GØR DE SVÆRE TING PÅ TOPPEN AF BØLGEN



BRUG HUSKEREGLLEN TIL PRIORITERING

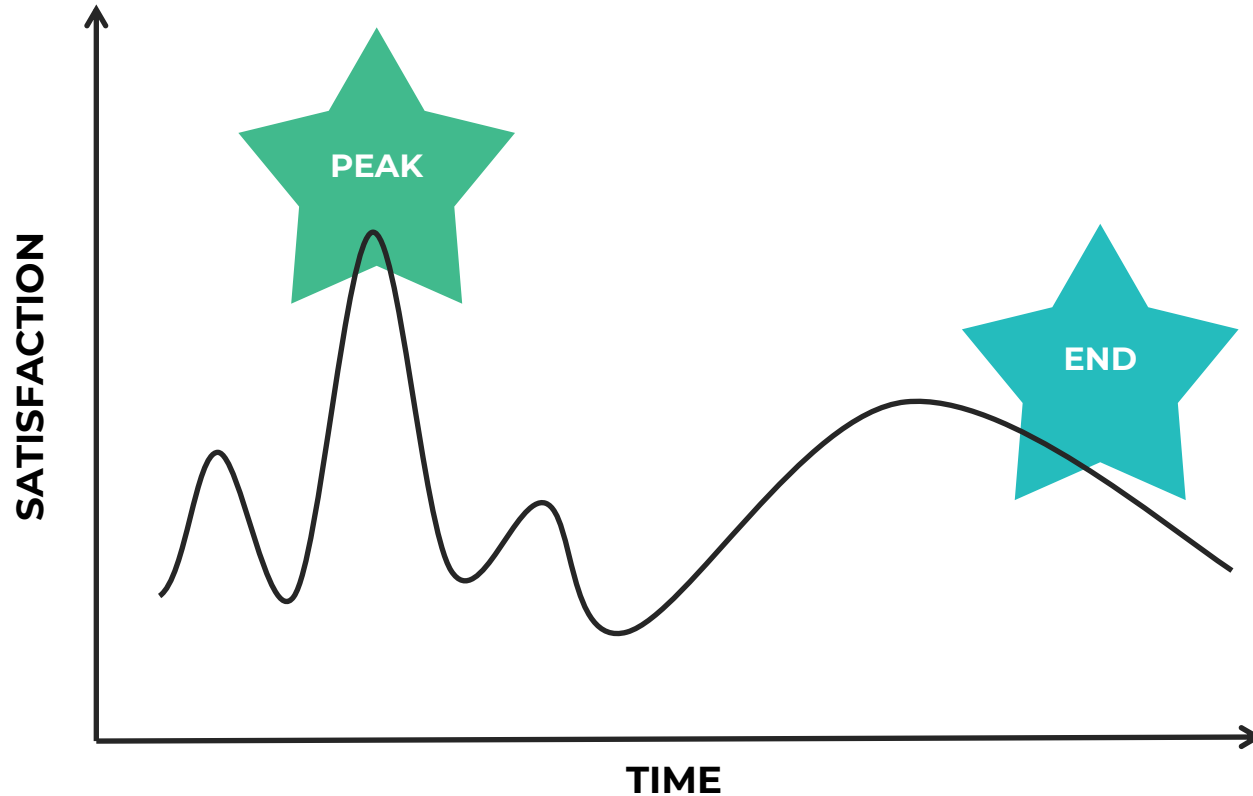
1. Fokuser på dem, der kan, vil og glæder sig – brug al jeres tid der
2. Fokuser på dem, der kan og vil – brug al jeres tid her
3. Fokuser på dem, der vil – brug al jeres tid her
4. Glem resten.

PRINCIP #2: BRUG PER

VI HAR TO TYPER AF 'SELV'

1. Det oplevende jeg
2. Det huskende jeg

PEAK-END-RULE





**ET PEAK I EN
COMPLIANCE-
KAMPAGNE**



Thomas Røhr Kristiansen 💡

CMO ✓ Marketing Manager ✓ Marketingdirektør...
2d

Today I got a Call from **Google**, who I stopped working for 5 years ago.

They just wanted to hear how I was doing, where I was in my career today, how my time was at Google, why I stopped and if I ever wanted to join Google again.

This again underlines what an amazing company the big G is!

1 2 3

4 5 6

7

**VI BRUGER 80
PROCENT AF
VORES TID PÅ AT
GØRE EN 1, 2 ELLER 3 TIL
EN 4, 5 ELLER 6**

VI VILLE FÅ EN ROI PÅ
9 HVIS VI GJORDE
EN 4 5 6 TIL EN 7'ER

PRINCIP 3:
VÆR UAMBITIØS

IRON LAW

"Over budget, over time, under benefits, over and over again"



**Supersygehus: 84 millioner bruges
på hul i budget i stedet for nye
apparater**

**Medie: Byggeskandale truer
kommende supersygehus**

**Prischok: Supersygehus bliver mindst
600 millioner dyrere**

Uden sidestykke: Supersygehus i gigantisk
budgetskred

'UFORUDSET' ELLER 'UFORUDSIGELIG'?

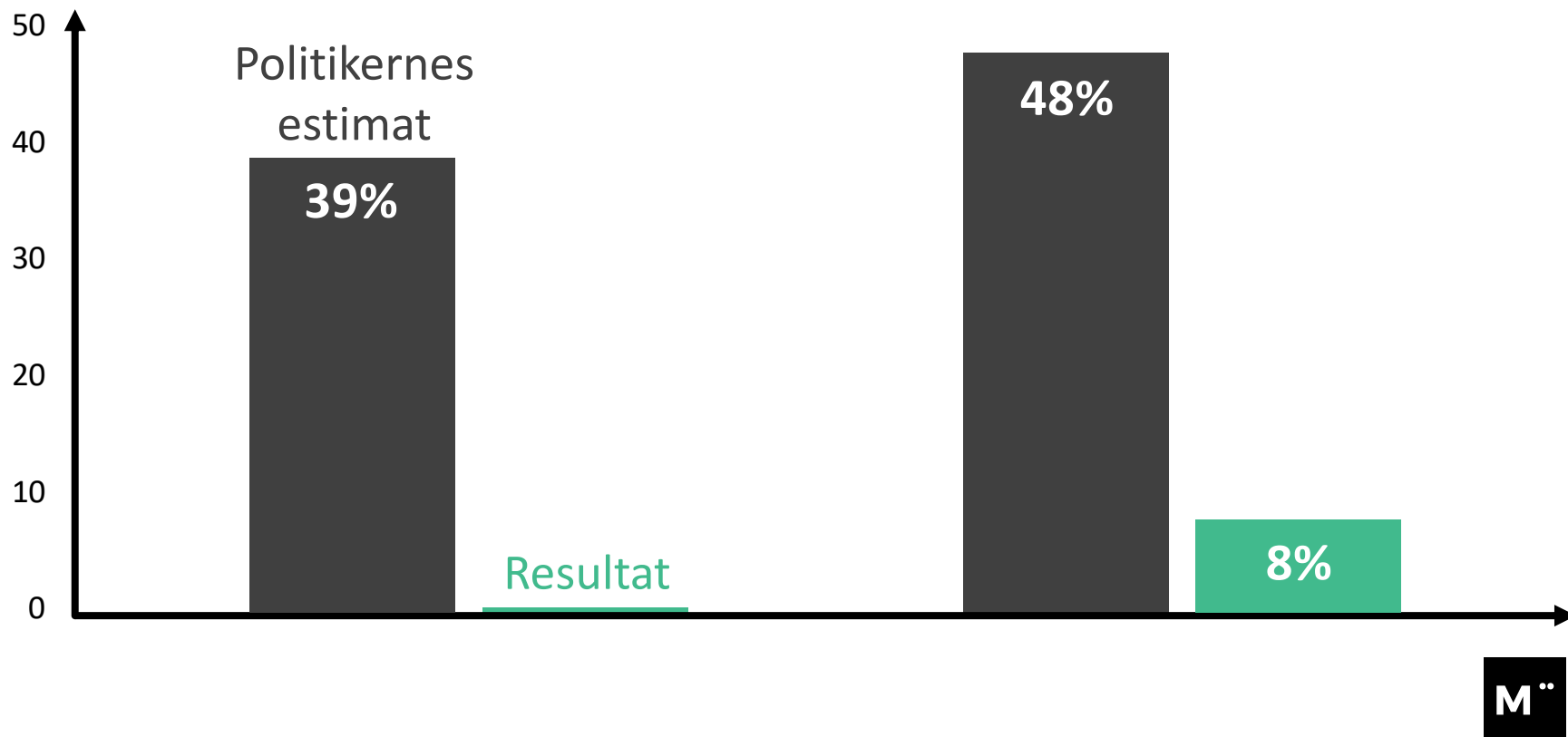
Uforudset

= "pludselig", "uventet", "overraskende"

Uforudsigeligt

= "kan ikke forudsiges"

VI OVERVURDERER, HVOR GODT VORES IDEER VIL VIRKE

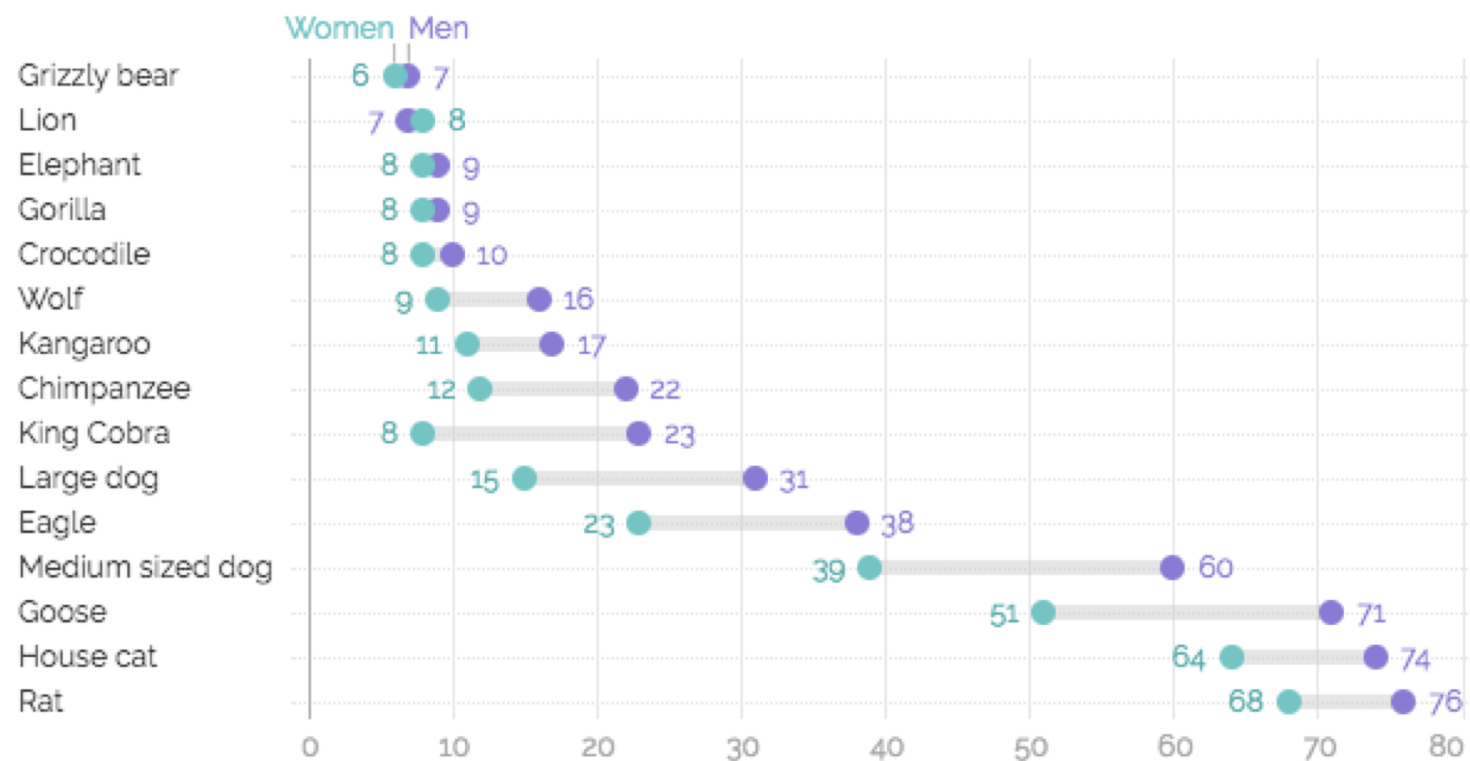


A full-page photograph of a female tennis player in a green athletic outfit, captured in a dynamic pose as she hits a backhand shot. She is leaning forward, with her right arm extended holding a tennis racket and her left arm outstretched for balance. A yellow tennis ball is visible in the air near the racket head. The background is a solid blue tennis court. A long, dark shadow of the player is cast onto the court surface behind her. Overlaid on the left side of the image is the text "VI OVERVURDERER VORES EVNER" in large, white, bold, sans-serif capital letters.

**VI OVERVURDERER
VORES EVNER**

What animal could you beat in a fight? Compared to women, men feel most able to take on medium-sized dogs and geese

Which of the following animals, if any, do you think you could beat in a fight if you were unarmed? %



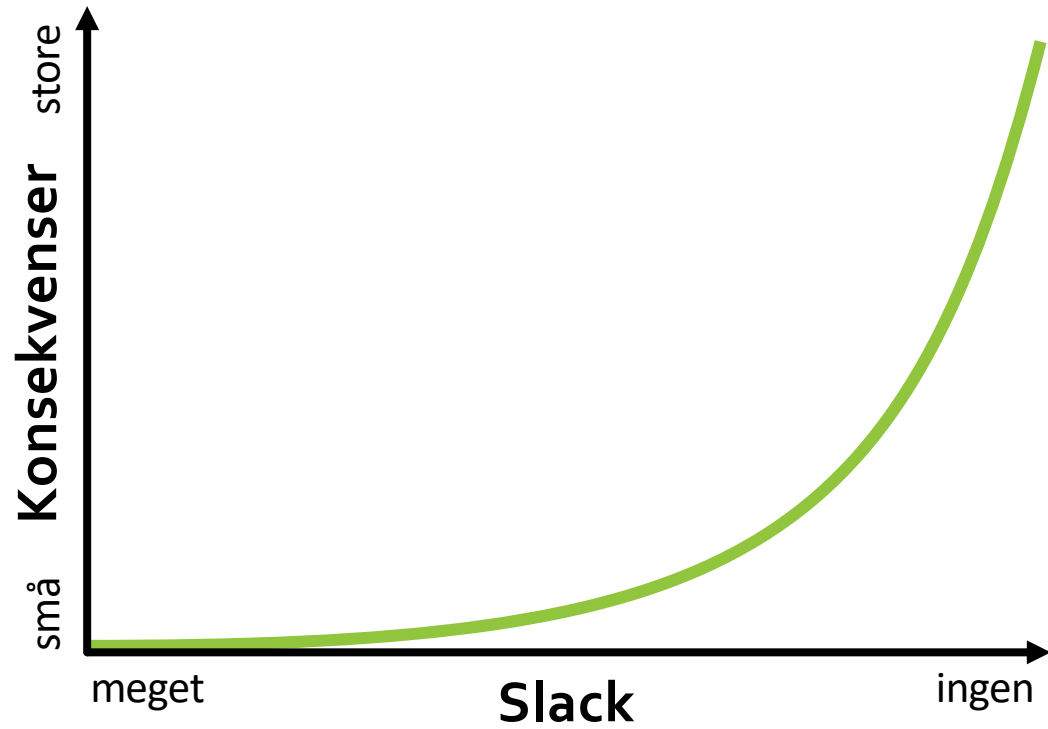
INTERVENTION BIAS

A surgeon in a green scrub suit and mask, focused on a patient in an operating room. The background is blurred, showing other medical staff and equipment.

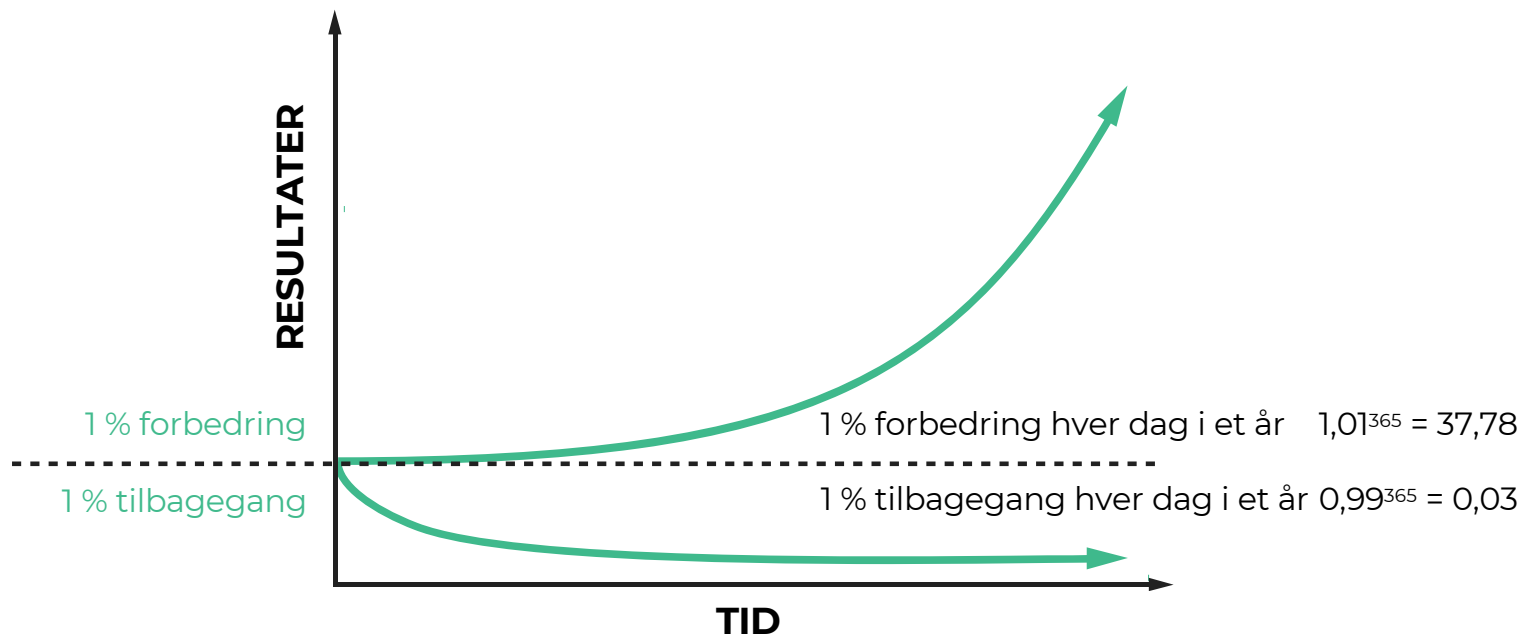
- 666 patienter
- 98,6 sendt til operation
- 3500 indgreb

Coronastudie: Blot en lille reduktion af trafikken giver store forbedringer på vejene

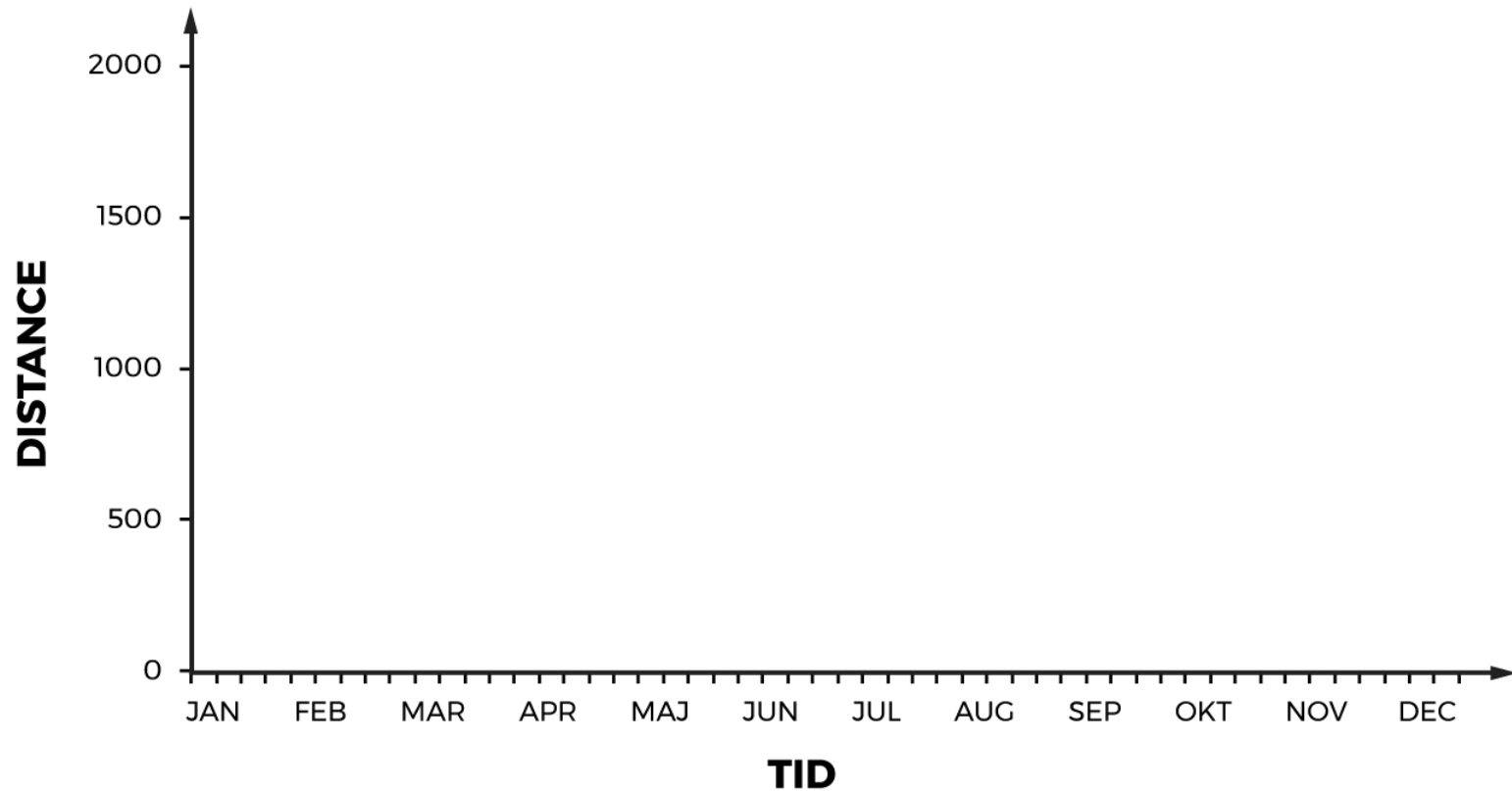
”Helt konkret viser Vejdirektoratets studier, at en reduktion i trafikken på de travleste motorveje med 5-10 procent reducerer forsinkelserne med op til 50-90 procent”



1 % BEDRE HVER DAG



SMÅ SKRIDT



“Vi vil nedbryde siloer”

“Passion, tillid,
samarbejde,
høj faglighed”

ALLE TROR, DE ER OVER MIDDEL ...

- 78 procent af alle svenske bilister mener, at de kører bedre end den gennemsnitlige bilist.
- 72 procent af indsatte mener, de er mere retskafne end den gennemsnitlige borger.
- 82 procent af franske mænd mener, at de er bedre elskere end den gennemsnitlige franskmand.

“Vi skal have
arbejdsmiljø
på agendaen”

“Vi vil have patienten
i centrum”

“Vi vil have borgeren I
centrum”

“Vi vil have medlemmet
i centrum”

“Vi vil kunden i
centrum”

