

5Es

**Design and implement
behaviorally informed policies**

Behavioral economics





The Ideation Centre at Strategy& has developed the 5Es framework as an iterative approach for applying behavioral insights to challenges with behavioral root causes.

Policymakers can use this evidence-based framework to design and implement behaviorally informed interventions in a range of policy areas, including financial literacy, consumer spending, sustainability, and work.

5Es

Examine and Explain

- Examine the policy challenge
- Explain the problem definition



1

2



Empathize and Elaborate

- Empathize with the user
- Elaborate with a behavioral diagnostic

Explore and Elect

- Explore ideas for solutions
- Elect the interventions



3

4

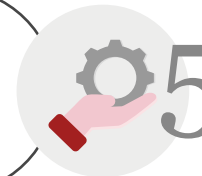


Experiment and Evaluate

- Experiment interventions
- Evaluate the outcome

Expand and Evolve

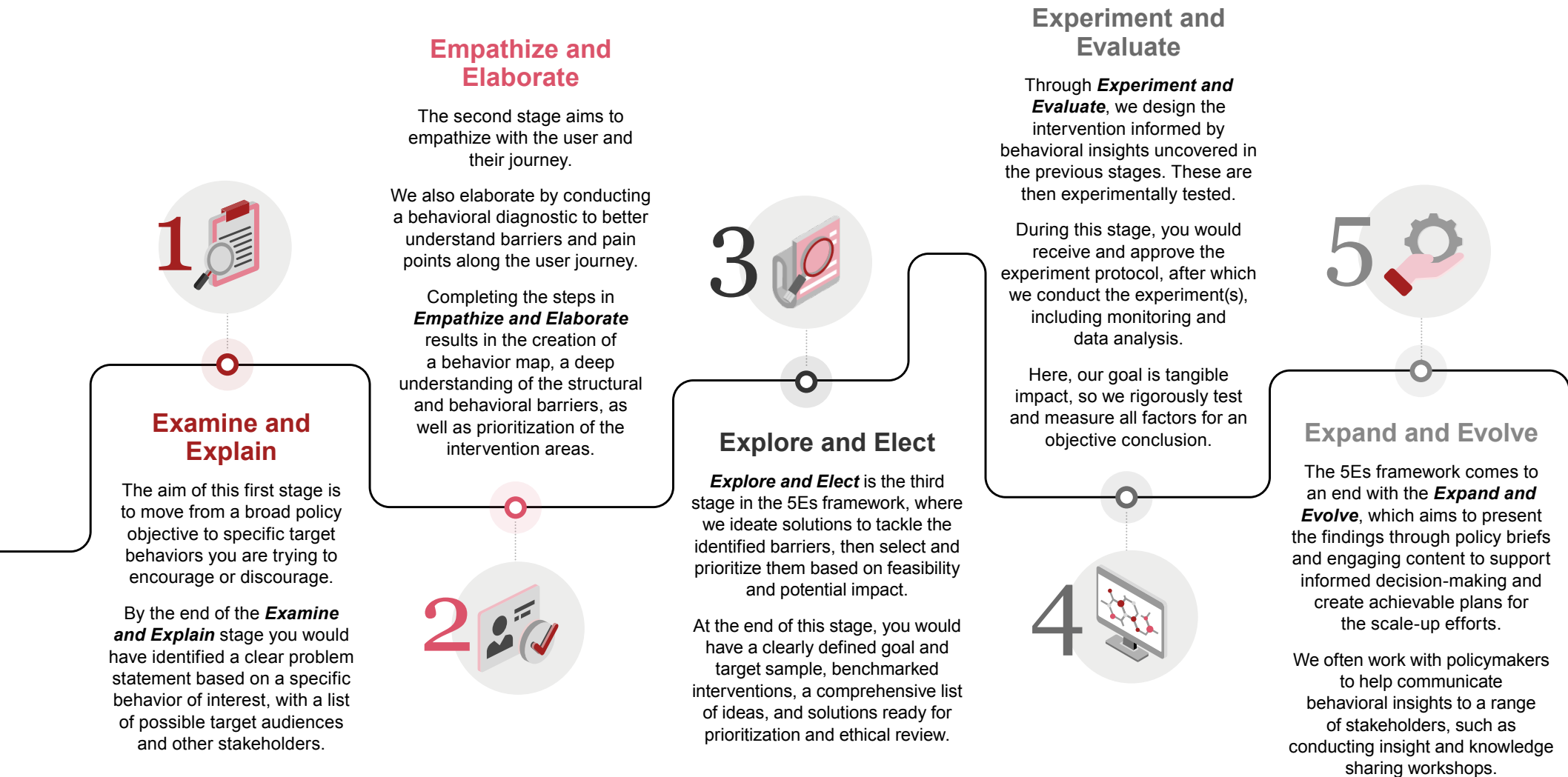
- Expand and roll-out results
- Evolve the findings to scale



5



Explore each of the 5Es





Discover other frameworks and solutions from our behavioral economics team:

ideationcenter.com

