

Behavioral economics – 5Es

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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.



Examine and Explain

- Examine the policy challenge
- Explain the problem definition





Empathize and Elaborate

- Empathize with the user
- Elaborate with a behavioral diagnostic

Explore and Elect

- Explore ideas for solutions
- Elect the interventions





Experiment and Evaluate

- Experiment interventions
- Evaluate the outcome

Expand and Evolve

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





Behavioral economics – 5Es 2

Explore each of the 5Es



Examine and Explain

The aim of this first stage is to move from a broad policy objective to specific target behaviors you are trying to encourage or discourage.

By the end of the *Examine* and *Explain* stage you would have identified a clear problem statement based on a specific behavior of interest, with a list of possible target audiences and other stakeholders.

Empathize and Elaborate

The second stage aims to empathize with the user and their journey.

We also elaborate by conducting a behavioral diagnostic to better understand barriers and pain points along the user journey.

Completing the steps in Empathize and Elaborate results in the creation of a behavior map, a deep understanding of the structural and behavioral barriers, as well as prioritization of the intervention areas.





Explore and Elect

Explore and Elect is the third stage in the 5Es framework, where we ideate solutions to tackle the identified barriers, then select and prioritize them based on feasibility and potential impact.

At the end of this stage, you would have a clearly defined goal and target sample, benchmarked interventions, a comprehensive list of ideas, and solutions ready for prioritization and ethical review.

Experiment and Evaluate

Through *Experiment and Evaluate*, we design the intervention informed by behavioral insights uncovered in the previous stages. These are then experimentally tested.

During this stage, you would receive and approve the experiment protocol, after which we conduct the experiment(s), including monitoring and data analysis.

Here, our goal is tangible impact, so we rigorously test and measure all factors for an objective conclusion.





Expand and Evolve

The 5Es framework comes to an end with the *Expand and Evolve*, which aims to present the findings through policy briefs and engaging content to support informed decision-making and create achievable plans for the scale-up efforts.

We often work with policymakers to help communicate behavioral insights to a range of stakeholders, such as conducting insight and knowledge sharing workshops.



Discover other frameworks and solutions from our behavioral economics team:

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