

René Scholz

Personality Management

Keynote Business

6/2020

The Rules - The Mother of Behavioral Economics

Content

Behavioral Economics ensure business at each supermarket. This is our daily experience. Behavioral Economics are based on Rules. These Rules render us invincible at the man/man interface. As they provide all we need to know about how to deal with people - including ourselves.

Benefit

The Rules ensure proper action. They save means and money. They make us part of a well functioning community: the team, the company, the buyer-and-seller-relationship. They provide good cooperation between managers and workforce, colleagues and customers. They lower defect rates and the stress level. Furthermore, they enhance results.

Basics and Context

The open Business and Social Doctrine "LoveMeansValue" serves - despite its bizarre name - scientifically well-founded, economically reliable, socially balanced and morally sound as basis of the Rules. The largest, oldest and most successful companies employ the Rules. And so do successful individuals.

The Mother of Behavioral Economics

Abraham Maslow's Pyramid, Paul D. MacLean's Triune Brain and Rolf Schirm's biostructogramme are carried forward. Phenomena of Behavioral Economics as presented by Daniel Kahneman and Richard Thaler may well be explained on a fundamental level by the Rules in accordance with "LoveMeansValue" to serve at the human/human interface.

Unique Selling Proposition

The Rules serve those who employ them as well as those who follow suit - most willingly. Everyone is a winner. This USP distinguishes the Rules as conveyed by René Scholz from "similar" programs.

Key Note / Scope of Delivery

Questions are welcome, incl. travel expenses in the Rhine-Main area.

Keynote 60 or 90 minutes

€ 980,00 / 1.300,00

Please add 19% local VAT.

NB Alle Leistungen sind in Deutsch erhältlich. Bitte sprechen Sie uns an.

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