**Behaviorally SMART Decision-Making - Leverage Insights for No More Bad Behavior**

**Presentation Outline**

In the new behavioral economy, business leaders, advisors and investors are now recognizing the influence of behavior and money attitudes on life, financial and business performance.

**Putting it simply Hugh’s message is behavioral styles drive money (thereby influencing every personal and financial decision) and the flow of money reflects behavioral styles.**

With this thinking in mind, **Hugh Massie is uniquely positioned as a “reformed accountant”** **and global pioneer of behavioral insights in the area of financial personality** to demonstrate how behavior and money attitudes are inherently integrated thereby influencing every decision a person makes. Thereby, using that knowledge to build a better decision-making framework for improving results and relationships.

He will address how unknown behaviors which intensify through unmanaged differences, money attitudes, pressure and emotions derail performance. When people are under pressure, they revert to their hardwired natural instincts. Without a high level of self-awareness, these behaviors are masked. The result is a problematic disconnect that spontaneously emerges in decision-making between what seems intuitively correct versus what can be rationally justified. This leaves advisors and leaders responsible for behaviors they did not anticipate, and also employees and clients vulnerable to adverse consequences they did not expect.

**The participants will experience with real-life stories and interactive demo’s how a proven Behaviorally SMART methodology** combining unique behavioral and financial personality discovery backed by extensive research can be used to guide leaders, advisors and clients so that they do not make emotional decisions under pressure.

Attendee’s will learn how to:

* Build a more robust framework for more consistently making accurate decisions in a wide range of areas including: budgeting, purchasing assets, making investments and financing choices, investing in infrastructure, and managing corporate culture.
* Identify and mitigate hard-wired behavioral attitudes, habits, motivations and biases impacting leader, employee, advisor and client decisions.
* In facilitating decision-making, understanding the different perspectives of stakeholders and how to communicate with them
* Additional Bonus: Through API integration, the behavioral insights can be used across all areas of a business eg big data, advice delivery, compliance, leadership, HR, teaming and marketing etc