

STORYTELLING

My Top 3 Insights In 3 Stories

PRESENTATION BY JEROME REID



THE ABC OF BEHAVIOUR CHANGE

System 1:

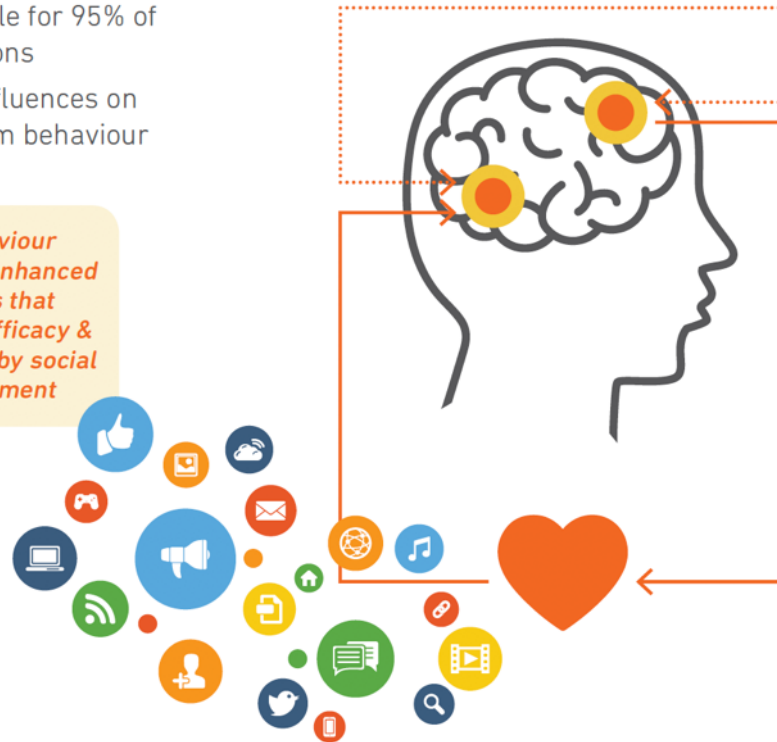
- Automatic, fast, entrenched, habitual behaviours
- Responsible for 95% of our decisions
- Greater influences on longer term behaviour

B

B. Behaviour change is enhanced by tools that increase efficacy & reinforced by social environment

C

C. Feedback loop as attitudes and beliefs are reformed and behaviours change



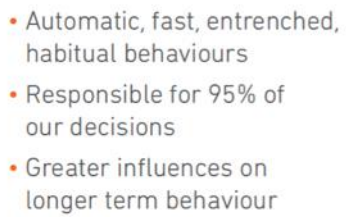
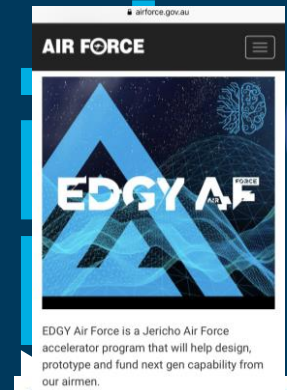
System 2:

- Reflective, slow, conscious, rational planned behaviour
- Responsible for 5% of our decisions
- Can influence short term behaviour; unlikely to influence longer term on its own

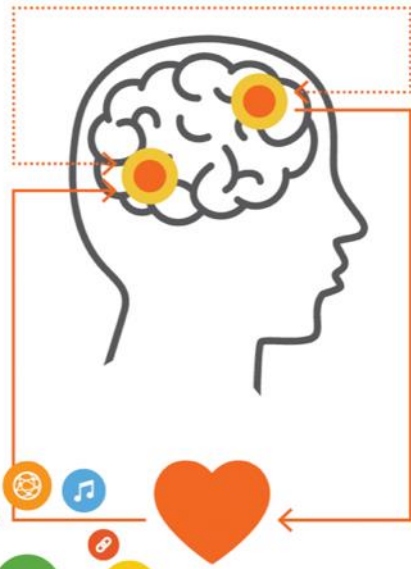
A

A. Use emotional stir up to make System 2 want to change. Use the heart to speak to the head; engaging the brain in an active learning process

Based on Kahneman, 2002



C. Feedback loop
are reformed and better



- Reflective, slow, conscious, rational, planned behavior
- Responsible for most of our decisions
- Can influence short-term behavior but is unlikely to influence long-term behavior



Based on Kahneman, 2002





Reaching for the stars

Jacqueline Killian was a little girl who wanted to do what she wanted to do. When she was 10, she was determined to work for the RAAF. And she's not done yet. To inspire the next generation, she's written a short film, *Jasper*, about a girl who wants to be an astronaut. The film will screen at the RAAF Academy, the film will screen at the RAAF Academy, the film will screen at the RAAF Academy. What you think on Instagram.

AIR FORCE

#WeDefyGravity #RAAFAirForce

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qantas.com/travelinsider

Astro Jasper

Special edition: blast off into space

Go flying with Australia's first astronaut

Talking about the future of space with a YouTube star

What's the future of the Australian Space Agency?

The Celestial journey: using stars to find your way

Meet an awesome Qantas Dreamliner pilot

Saving lives with the Royal Flying Doctor Service

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Jasper

Issue 1: Reaching for the Stars

Go behind the scenes of the Jasper animation

Tips to get you flying from the Deputy Chief of Air Force

Meet an awesome Qantas Dreamliner pilot

Saving lives with the Royal Flying Doctor Service

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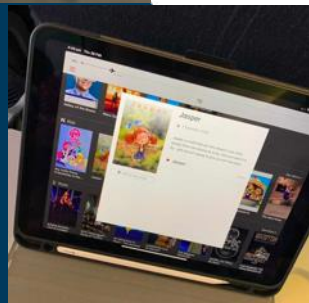
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50TH ANNIVERSARY
ASTRO JASPER
MOON LANDING • #WEDEFYGRAVITY



C. Feedback loop as attitudes and beliefs are reformed and behaviours change

B. Behaviour change is enhanced by tools that increase efficacy & reinforced by social environment

System 2:

- Reflective, slow, conscious, rational, planned behaviour
- Responsible for 5% of our decisions
- Can influence short-term behaviour; unlikely to influence longer term on its own

A. Use emotional appeal to make System 1 want to change. Use the heart to speak to the head; engaging the brain in an active learning process

Based on Kahneman, 2002

