

Behavior Science as a Team Sport: Best Practices for Developing a Behavioral Design Competency

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Caveats

Your Mileage May Vary!

- I've taken the perspective of a more junior industry professional
- Based on experience in tech and product companies
- Behavioral teams are rapidly evolving with growing awareness of the value behavioral scientists bring to companies

Oh, The Tradeoffs You'll Make!

Mentorship

How critical is it for you to work directly with more senior behavioral scientists?



Depth of Application

Do you love teaching BeSci 101, or crave an advanced seminar type of experience?



Autonomy

Do you thrive on blazing your own trail, or crave direction and established processes?



Cross-Functional Collaboration

How much do you want to work alongside other types of pros, versus in a focused team?



Adaptation

Is adjusting to a new challenge a thrill, or do you prefer a more standard set of problems?



Intuitive Career Pathing

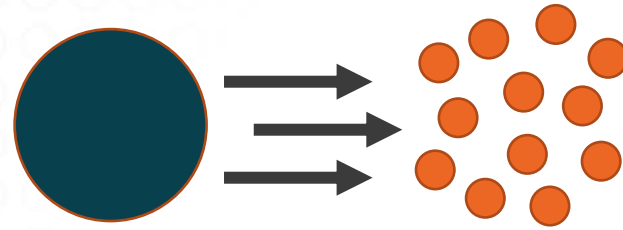
Do you seek job titles that follow a logical BeSci progression, or thrive on taking on different roles?



How to Play Behavior Science

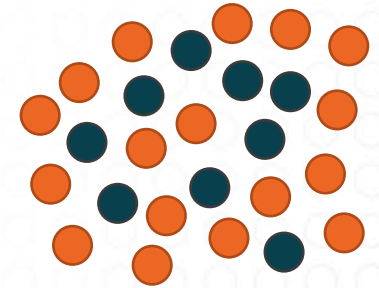
Organizational Structure and Daily Process

Solo SME



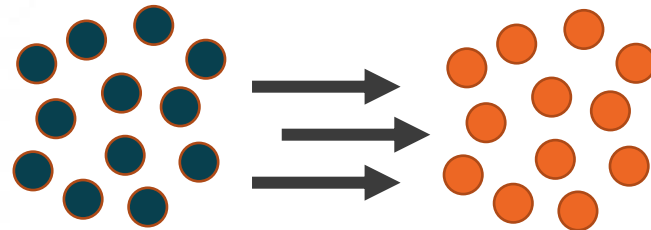
Examples: Consulting, 1st in role

Integrated Team



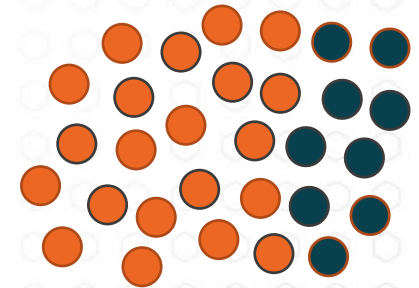
Examples: Community of practice, companies without a BeSci role per se

Dedicated Unit



Examples: “Nudge unit,” BeSci team

The Squad



Examples: Matrixed teams, “Spotify model”

Summary of Tradeoffs

Characteristic	Solo SME	Dedicated Unit	Integrated Team	Squad
Availability of mentorship	↓	↑	↔	↔
Autonomy in work process	↑	↔	↔	↓
Adaptive skill sets	↑	↔	↑	↑
Depth of application	↔	↑	↔	↔
Cross-functional collaboration	↓	↔	↑	↑
Intuitive career pathing	↑	↑	↔	↔

Best Practices for Cross-Functional Collaboration

How to Behavioral Science with Non-Behavioral Scientists

- Start simple
 - Figure out your elevator pitch
 - Select models and frameworks that are accessible to laypeople
- Learn the lingo – “separate div”
- Pick up your crayons
- Get uncomfortable with new tasks
- Communicate wins early and often

Thank you!

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