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?

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

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

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

**Cross-Functional Collaboration**
How much do you want to work alongside other types of pros, versus in a focused team?

**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

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<th>Characteristic</th>
<th>Solo SME</th>
<th>Dedicated Unit</th>
<th>Integrated Team</th>
<th>Squad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of mentorship</td>
<td>↓</td>
<td>↑</td>
<td>↔</td>
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</tr>
<tr>
<td>Autonomy in work process</td>
<td>↑</td>
<td>↔</td>
<td>↔</td>
<td>↓</td>
</tr>
<tr>
<td>Adaptive skill sets</td>
<td>↑</td>
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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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