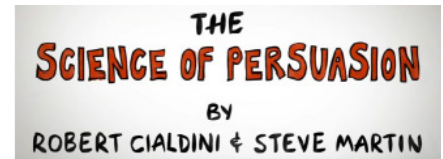# Six universal "shortcuts" that guide human behavior

Reciprocity

Example: Give something free like coffee, or a coupon so employees feel good about the program and feel obliged to give back or participate.

Scarcity

Example: People want things when there are less of them, so limit the supply of something like a giveaway item so people really want it.

Authority

Example: People follow credible, knowledgeable experts so present yourself as an expert.

Consistency

Example: People like to stay consistent with what they have said or done so have them pledge to try a transportation option.

Liking

Example: People prefer to say yes to people they like, so find common ground.

Consensus

Example: When uncertain, people look to actions of others. Use program data to show others are participating.

Information provided by Thomas Cerny, Vice President, Transportation Demand Management, AECOM
as part of his presentation: The Science of Persuasion Applied to Transportation Options
View his entire Commute Options Awards presentation at https://vimeo.com/423286112/76caa2a7ec.

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C.O.R.E.

Principles for better, more useful information

🚗 Do the **C**alculations.
    Example: Break down information into something simple like how much an employee will save carpooling one day per week.

🚲 Translate information into personal **O**bjectives.
    Example: Find a comparison between calories burned biking to work and how that could fit in to an employee's workout schedule.

🚐 Provide **R**elative comparisons.
    Example: Using program data, show how many co-workers or neighbors are participating in the carpool program.

🚌 **E**xpand important outcomes.
    Example: Show an employee how much money they will save by not driving alone for a year. This large amount will leave a lasting impression.

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