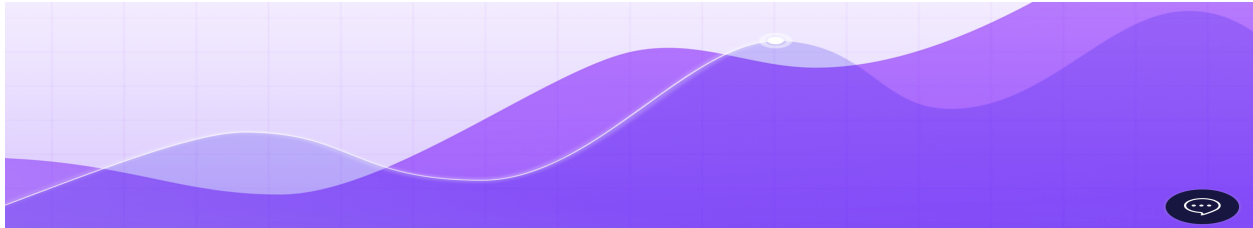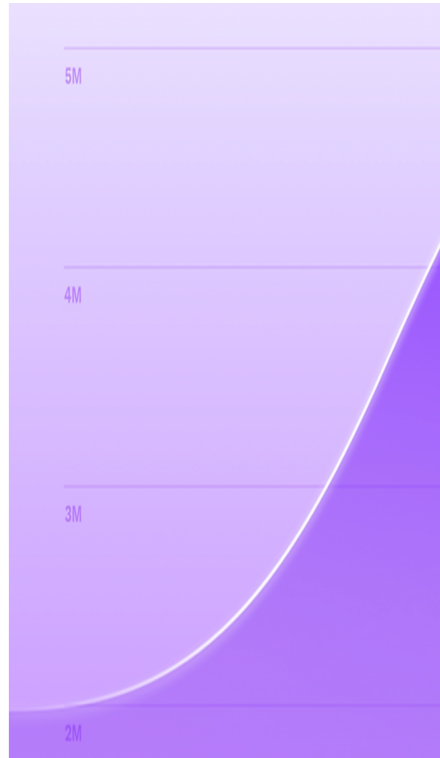# AI4SmallBiz: Ten Ways to Use Neuroscience to Turbocharge Your Business!

1. *Track your customer's behavior:* Observe how, where, and how often they use your product. (If at all.) Also track what other products, activities, and behaviors they perform during the times they would normally be using your product.

2. *Provide triggers that encourage customers to use your product:* Change your app icon (e.g., at different times of the day), or provide a signal that your product is ready to benefit your user. (Send them an e-mail, issue a notification, or use social proof to remind them how others use with the product.)

3. *Prompt customers to replace their existing behavior with a new behavior:* Provide rewards, progress bars (or completion circles), timed constraints, or other incentives that will maintain their focus on using your product.

4. *Focus customers during distractions:* When users stop using your product because they are distracted (e.g. checking e-mail, social-media etc.), remind them of the progress they have already made and how close they are to completing or engaging with your product in a new way.

5. *Reward customers for progress:* Provide status updates of their usage of your product, how they compare with their peers, as well as other users of similar products. Remind them of the productivity/efficiency gains they are making each time they use your product.

6. *Give customers support:* Ensure they can get their questions answered immediately via online help, FAQs, blog-posts, user-generated tips etc.

7. *Optimize your team's behavior:* When people act in ways that are sub-optimal, help them define the problem and alter the environment in which decisions get made, so that they are more likely to make choices that lead to better outcomes. Do this by acting as an architect tasked with making a "decision architecture." Use the following steps:
   a) Understand the systematic errors in decision-making that can occur
   b) Determine whether behavioral issues are at the heart of the decisions in question
   c) Pinpoint the underlying causes
   d) Redesign the decision-making context to mitigate the negative impacts of biases and inadequate motivation (use spreadsheets, identify goals and rewards.)
   e) Validate the proposed solution and share in its' success.

8. *Use ambivalence in your negotiations:* Identify one pro and two cons for a goal you wish to achieve:

   > GOAL: …
   > PRO: ….
   > CON1: ….
   > CON2: ….

   > Phrase your ask as follows: "I would like <GOAL> because it will result in [PRO], but I'm aware of [CON1] and [CON2]. What do you think?"

with the details. A Failure of Tactics is a failure to execute on a good plan and a clear vision. There are three primary ways to fix Failures of Tactics:

- Record your process.
- Measure your outcomes.
- Review and adjust your tactics.

10. *Use neuroscience to overcome failure of strategy:* These are WHAT mistakes. They occur when you follow a strategy that fails to deliver the results you want. You can know why you do the things you do, and you can know how to do the work, but still choose the wrong 'what' to make it happen. There are three primary ways to fix Failures of Strategy.

- Launch quickly.
- Do it cheaply.
- Revise rapidly.

11. *Use neuroscience to overcome failure of vision:* These are WHY mistakes. They occur when you don't set a clear direction for yourself, follow a vision that doesn't fulfill you, or otherwise fail to understand why you do the things you do. There are three primary ways to fix Failures of Vision.

- Take stock of your life.
- Determine your non-negotiables.
- Navigate criticism.

9. *Use neuroscience to overcome failure of tactics:* These are HOW mistakes. They occur when you fail to build robust systems, forget to measure carefully, and get lazy

Yup, that's eleven ways. You're welcome!

To learn how to use these tools and find out which ones are the best for you, sign-up for our online tutorial at: **www.ai4smallbiz.co**