

‘Science meets self-improvement, delivered with a rare combination of humanity and attention to the evidence. Prepare to discover how behavioural science can transform your job, your waistline, or even your marriage. Bravo!’ **TIM HARFORD**, *AUTHOR OF THE UNDERCOVER ECONOMIST*

An easy-to-follow seven-step plan to achieve your goals, based on a scientific understanding of why and how we make the decisions that shape our everyday lives

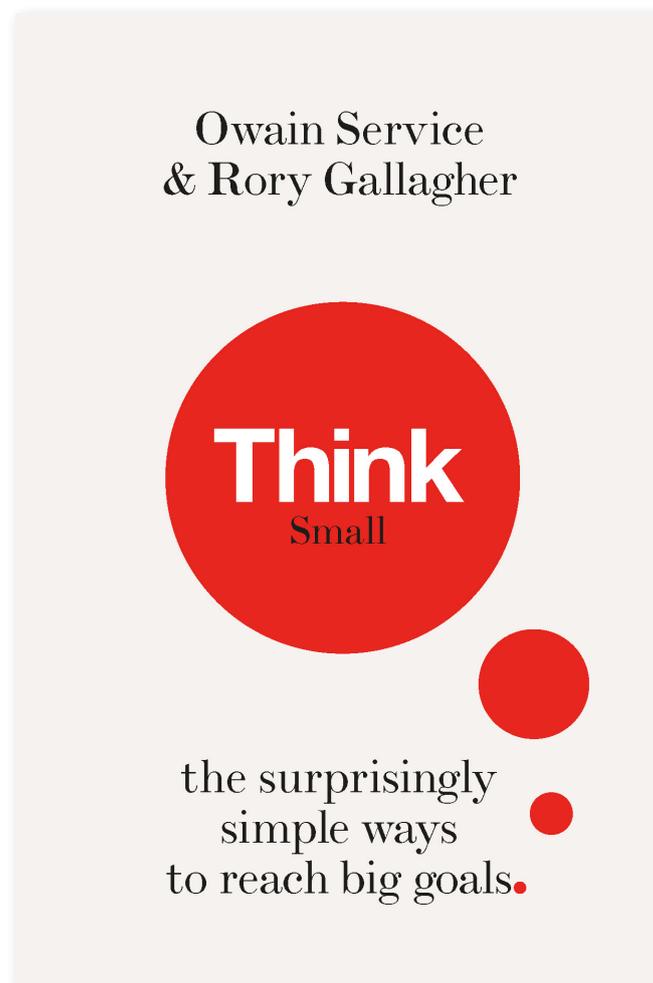
A practical tool to help you make better choices, written by the MDs of the Nudge Unit (the Behavioural Insights Team), the team responsible for changing the way Whitehall thinks

The same ideas that are used to support millions of people through huge government programmes can work for all of us to achieve personal goals, from saving money to getting our dream job

Think Small

the surprisingly simple ways to reach big goals

Owain Service & Rory Gallagher



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‘Governments around the world are using behavioural insights to help people achieve their goals. This great new book shows how you can use the same tools in your own life. Go nudge yourself!’ **RICHARD THALER, AUTHOR OF MISBEHAVING AND NUDGE**

‘Wonderful. A rebuttal of that commonplace assumption that leads us astray every day: that only big, bold changes lead to large effects.’

RORY SUTHERLAND, VICE CHAIRMAN OF OGILVY & MATHER

‘I love this book. Funny, wise and practical, it will make you a better and more effective person. Service and Gallagher present complex ideas in a simple, easily digestible package.’ **CASS SUNSTEIN, CO-AUTHOR OF NUDGE**

Think Small is a simple and accessible plan for success, based on seven scientifically tested steps that really work.

We’re often told to dream big, the sky’s the limit and that nothing is impossible. While it is undoubtedly good advice to set yourself goals that have the potential to make you and those around you healthier and happier, how to reach those goals is often less clear. From getting fit or securing a new job to becoming a better manager or parent, simply setting your mind to something will rarely get you where you want to be, and big plans can quickly become overwhelming, leaving us feeling as though we’ve failed.

Most of us set goals with very good intentions, so why do our best-laid plans so often go awry? When we’re so committed to making positive changes and fulfilling our ambition at the outset, is there a way of avoiding the common roadblocks that stand between our goals and us? Thankfully, the answer is yes – and it’s much easier to achieve than you might think.

Working inside the world’s first Nudge Unit, Owain Service and Rory Gallagher know the huge impact that small changes and clear plans, based on a scientific understanding of human behaviour, can have from an individual to an international level. For the first time, *Think Small* takes these successful approaches and translates them into an easy, simple framework that has the potential to make a big difference to all our lives.

More about the authors:

Owain Service is the managing director of the Behavioural Insights Team. He was previously a deputy director of the Prime Minister’s Strategy Unit, where he led programmes of work on public service reform, education and energy. He is a Visiting Professor at the University of Sheffield.

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