

René Scholz

Personality Management

Keynote

1/2020

Gettysburg Address - An Analysis of Behavioral Economics

The Gettysburg Address as held by United States President Abraham Lincoln on November 19th, 1863 is being considered the most influential speech in American history. Even today its 278 words show their effects on global geography, politics and the economy. This analysis of behavioral economics demonstrates emblematically how to employ the Rules at the man/man interface in order to communicate goals and content.

Your Company's Benefit

Behavioral Economics ensure revenue at the each and every supermarket as we experience while shopping. The very same Rules applied here most effectively we employ at the man/man interface. The Rules ensure proper action. They save time and money. They make us part of a well-working community: the team, the company, the seller/buyer relationship. They ensure sound co-operation between managers and employees, customers and colleagues. They reduce the margin of error and the stress level and they ameliorate results.

Basics and Context

The open business and social doctrine "LoveMeansValue" serves - despite its somewhat spectacular name - scientifically well-founded, economically reliable, socially balanced and morally sound as basis of the Rules. The oldest, largest and most successful companies employ the Rules - not unlike successful people.

The Mother of Behavioral Economics

Abraham Maslow's pyramid of needs and Paul D. MacLean's Triune Brain are carried forward. Phenomena of behavioral economics as introduced by Daniel Kahneman and Richard Thaler may well be explained using the Rules in the context of "LoveMeansValue" and put to use at the man/man interface.

Unique Selling Proposition

The Rules serve those who employ them as well as those who follow suit - most willingly. Everyone is a winner. Furthermore we are independent as we are not affiliated to any organization, movement or political party.

Fee & Testimonials

Keynote 55 or 90 minutes, questions are welcome. Testimonials are subject to GDPR / NDA. Please inquire for your cost estimate. Thank you.

NB Alle Leistungen sind in Deutsch erhältlich. Bitte sprechen Sie uns an.

Phone +49 176 24 07 79 65
eMail personality@renescholz.com
Web www.die-spielregeln.de
Web www.liebemachtsinn.de
Web www.lovemmeansvalue.com

Office Kalbacher Hauptstrasse 60c
60437 Frankfurt
VAT DE 166 911 962
Tax-Id 45060178392
Frankfurt (Main) I