

# René Scholz

## Personality Management

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Keynote

10/2020

### **The Rules - The Mother of Behavioral Economics**

Behavioral Economics ensure business at each supermarket. This is our daily experience. Behavioral Economics are based on Rules. These Rules render us invincible at the man/man interface. As they provide all we need to know about how to deal with people - including ourselves.

### **Benefit**

The Rules ensure proper action. They save means and money. They make us part of a well functioning community: the team, the company, the buyer-and-seller-relationship. They provide good cooperation between managers and workforce, colleagues and customers. They lower defect rates and the stress level. Furthermore, they enhance results.

### **Basics and Context**

The open Business and Social Doctrine "LoveMeansValue" serves - despite its bizzare name - scientifically well-founded, economically proven, socially sound and morally corroborated as basis of the Rules. The largest, oldest and most successful companies employ the Rules. And so do successful individuals.

### **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.

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