

2023 **BIG** Difference BC

Using Behavioural Insights to Improve How We Work



Where ideas work

UBC SAUDER
SCHOOL OF BUSINESS

DIBS
Decision Insights for Business & Society

WORK SAFE BC

visit <https://BIGdifferenceBC.ca> • follow #BIGdifferenceBC

Welcome Remarks



Kirstin Appelt

UBC Decision Insights for Business & Society (UBC-DIBS)



DIBS

Decision Insights for Business & Society



Stephanie Papik

Moose Hide Campaign Society



**MOOSE HIDE
CAMPAIGN**

Zoom Overview

Recording Notice of recording Enter/exit full screen mode

2023 BIG Difference BC

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Q&A

All questions (1) My questions

Lee 01:54 PM

Will there be a follow-up session?

Upvote questions

Ask your questions

Type your question here...

Submit & vote on questions

Audio & other settings

Exit the webinar

Audio Settings ^ Chat ^ Raise Hand ^ Q&A ^ Show Captions ^ Reactions ^ Leave

Housekeeping Notes

- We will post session recordings to <https://BIGdifferenceBC.ca>
- We will post decks with presenter permission.
- If you're on social media, follow [#BIGdifferenceBC](#)

Many of us are participating from the traditional, ancestral, and unceded territory of Indigenous peoples.



Learn about your area: <https://native-land.ca/> and <https://fpcc.ca/stories/first-peoples-map/>

Circle Practice

Overview of BIG Difference BC

BIG Difference BC: Beyond the Conference

BIG Difference BC

(<https://BIGdifferenceBC.ca/>)



Created by myiconfinder
from Noun Project

Monthly newsletter sharing events, recommended reads, and other highlights.



Created by Komkrit Noempoempisut
from Noun Project

Blog featuring case studies, BI in the wild, and more.

BI wiki

(<https://blogs.ubc.ca/BIwiki/>)



Created by Gregor Cresnar
from the Noun Project

Newsfeed about events, resources, jobs, and other posts.



Calling DIBS podcast exploring the world of BI via interviews with enthusiasts and experts.



Created by Syawaluddin
from Noun Project

Resources including BI link library; UBC case studies and seminar recordings; resources for BI projects, learning, and careers; and more.

BIG Difference BC: Beyond the Conference

BI Courses

(<https://sauder.ubc.ca/CBS-BI>)



Created by Adrien Coquet
from Noun Project

BI courses to learn how to apply BI to the challenges you face. Attend micro-presentation track 5 to learn more!



Created by Creative Stall
from Noun Project

BIG Difference BC Scholarship for public and non-profit sector working professionals in BC.



BIG Difference BC Scholar (2023-2024)
Gordana Rauski
Director of Operations
Coquitlam Public Library

BIG Difference BC is Supported by Our Advisory Board



Kirstin Appelt



Kerri Buschel



Heather Devine



Jeremy Douglas



Mikayla Ford



Crystal Hall



Jeff Mackey-Murdock



Meghan Martin



Stephanie Papik



Sasha Tregobov



Shari Lynn Wardrop



Stephanie Wilkie



Where ideas work



DIBS
Decision Insights for Business & Society



SSHRC CRSH



Peter P. Dhillon
Centre for Business Ethics



THE BEHAVIORAL
INSIGHTS
TEAM

Attendees Across Sectors

1,505

Government

Federal 127

Provincial,
Territorial,
or State 678

Local 57

Other 4

Academia

160

Students

139

Crowns,
Health, & Other
Public Sector

113

Non-Profit
Sector

62

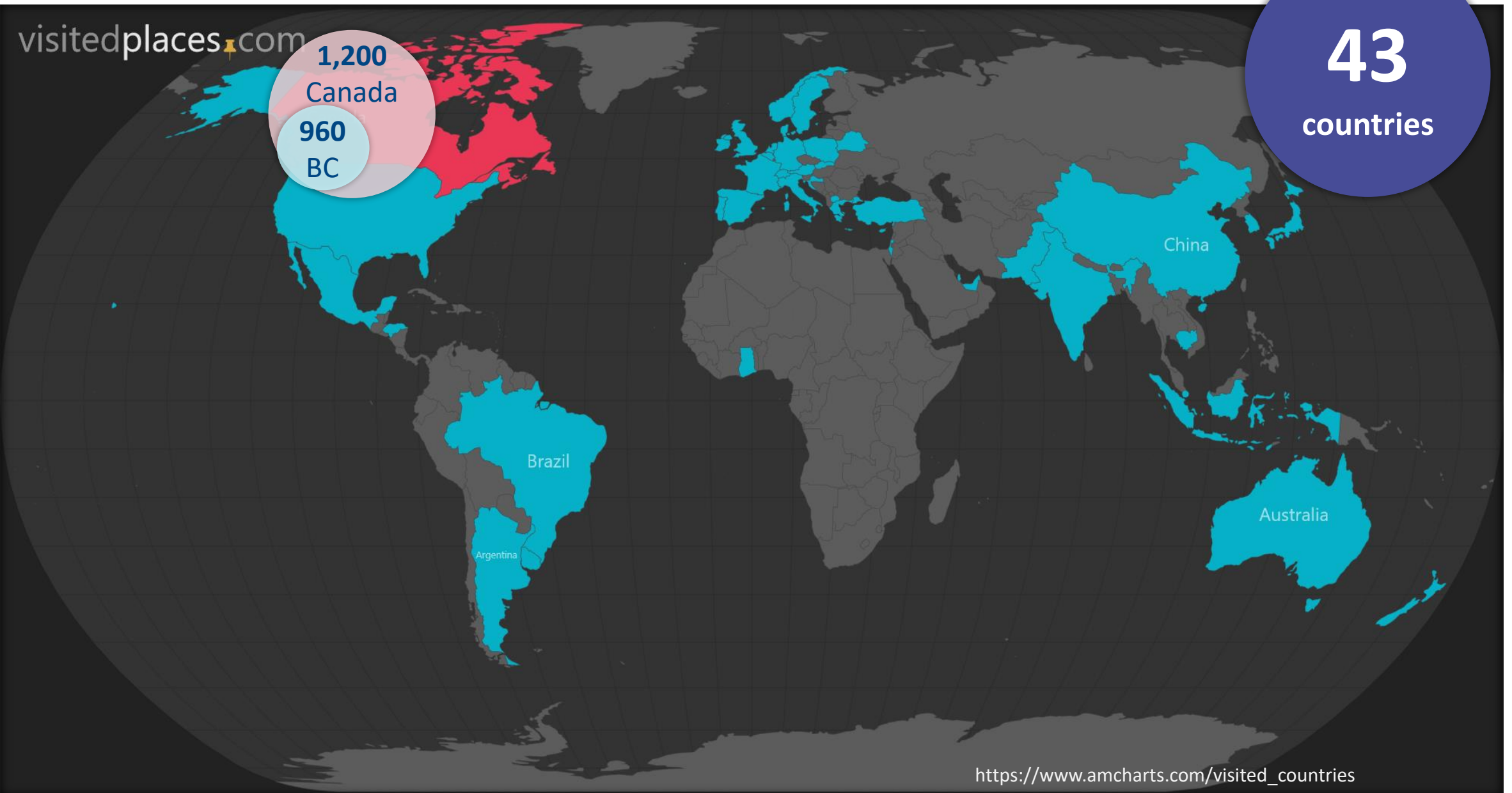
Private
Sector

150

Multiple
or Other

15

Attendees Across the World



This Year's Theme & Objectives



Explore how Behavioural Insights is being used to

- Improve how we work
- Improve how we communicate
- Have a positive impact across challenges and sectors

Program

Times (Pacific)	Session
9:00 – 9:30 am	Welcome Remarks
9:30 – 10:30 am	Keynote Address by Dr. Betsy Levy Paluck
<i>10:30 – 10:45 am</i>	<i>Break</i>
10:45 – 11:50 am	Lightning Talks
<i>11:50 am – 12:30 pm</i>	<i>Break</i>
12:30 – 1:00 pm	Micro-Presentations
1:00 – 2:30 pm	Panel: Using BI to Improve How We Communicate
<i>2:30 – 2:45 pm</i>	<i>Break</i>
2:45 – 3:50 pm	Lightning Talks
3:50 – 4:00 pm	Closing Remarks

Micro-Presentation Session: 12:30-1:00pm PT

Track
1: Understanding & Countering Misinformation
2: Improving Registration & Response Rates
3: Tackling Public Health & Safety Challenges
4: Understanding How People Make Decisions
5: Webinar About Behavioural Insights Courses

Read more about each track at <https://bit.ly/BDBC2023micro>