



**RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)**  
Invites you to its meeting, February 7, 2024, at 11 am at  
First Presbyterian Church, 1 West Putnam Ave., Greenwich, CT.  
The program will also be shown on Zoom: <https://bit.ly/30IBj21>

## **Josh Wright**

**“Moving beyond nudges: The role of behavioral science in solving some of the most complex social and economic issues of our time.”**



From reducing unnecessary arrests and jail time, to combating the opioid epidemic, to boosting college graduation rates, to reducing extreme poverty in the developing world, and combating the harmful narratives we hold about those living in poverty, applied behavioral science—the study of human behavior—has proven remarkably effective in helping solve complex problems.

ideas42 was founded in 2008 in a small lab at Harvard by a group of leading economists and psychologists who sought to harness groundbreaking new research about human behavior in order to ignite positive social impact. Shortly after its founding, ideas42 helped launch the White House Social and Behavioral Sciences Team, lending its experts to guide the use of behavioral insights to improve federal government services for millions. These successes led to the establishment of behavioral design teams within the mayor’s offices in Chicago and New York. Then in 2017, ideas42 co-founded Behavioral Scientist, a non-profit digital magazine that offers readers original, thought-provoking reports from the front lines of behavioral science.

Josh Wright is the Executive Director of ideas42 and a recognized leader in applied behavioral science. He advises governments, non-profits, foundations, and private companies on behavioral science. He will provide an overview of behavioral science, explain how it has moved the needle on many issues, and share unexpected insights from the field. Josh will also speak to the applicability of behavioral principles to a broad array of disciplines and professions of relevance to RMA members.

Before leading ideas42, Josh led the Office of Financial Education and Access at the US Treasury Department. He also held previous leadership positions at the Center for Community Change, Random House, Inc., and Booz Allen Hamilton. He holds a B.A. in Economics from Wesleyan University and an MBA from the Yale School of Management.

**Our next speaker, on February 14, will be David Michonski, CEO of Quigler, Inc., on “Greenwich Real Estate Market Review.”**

*The Greenwich Retired Men’s Association offers a free program every Wednesday that is open to the public, both men and women; no reservations are required. Our social break starts at **10:40 am** followed promptly by our presentation at **11:00 am**. Programs are at the First Presbyterian Church, 1 West Putnam Ave. in Greenwich. For additional information see [www.greenwichrma.org](http://www.greenwichrma.org).*