

Nudge 101

At Humu, we get it. Work isn't always easy. Humans are complex. And even when you have great people on a team, there's a lot that can get in the way of working together to meet your goals.

But what if a tiny nudge—delivered at the exact right moment and personalized to you—could make everything easier?

Good news: Your organization has partnered with Humu to make that happen.

Here's a quick peek under the hood to help you better understand nudges and how they'll work for you.

What is a Nudge?

Nudges are precise, personalized coaching moments that meet you where you are in your professional journey—and are delivered in the places you already work.

By showing up in your email inbox or on your company's chat platform, nudges make it easy to continuously focus on your personal development, without extra training or disrupting your normal daily routine.

- 1 The intro**
Ties each nudge to a priority area identified by you or your organization

- 2 The recommendation**
Provides one concrete action that you can do today

- 3 The reason**
Backs up the recommendation using research from academia and people science experts



Humu Apr 23
to me ▾



Hi Dylan,

To come up with more creative ideas, try mixing up your problem-solving process. When it comes to innovation, a small shift in perspective can go a long way!



Look through a new lens

Try reframing problems before jumping in to solve them by starting at the end instead of the beginning. Note down your pie-in-the-sky, perfect solution — even if it's not realistic — you can always whittle it into something more feasible.

Why?

When it comes to innovation, a small shift in perspective can go a long way! You may not be able to implement your dream solution, but you can usually find creative ways to incorporate some of its magic.

How do my nudges get selected?

Humu's Nudge Engine® takes into account a wide range of signals to ensure you find every nudge relevant and useful. We look at things like what your organization is working on, recent changes on your team, where you're interested in taking your professional development, and more, to serve you the best possible nudge in a given moment.



I plan to do this!

Yes

No

I already do this

Humu's nudges reminded me that simple, small gestures built up over time make a HUGE impact.

- JEANNE, A HUMU NUDGE USER



Nudges help you stay focused on things that matter most.

- DENNIS, A HUMU NUDGE USER

The Nudge Engine® also learns from how you react to any given nudge, so make sure to share your feedback on each one.

And as you and your organization work towards new goals over time, The Nudge Engine® will stay in step with you, adjusting to your evolving priorities.

Bringing it all together

The personal transformation that nudges support is powerful—and compounds as the number of people taking action on nudges within your organization grows.

Humu will nudge everyone on your team, including your managers and leaders. Sharing and reinforcing complementary behaviors across the team ensures that everyone moves forward together.

You can help expand the impact of nudges, too, just by talking about them with your teammates and sharing what you're learning.

Nudge-by-nudge, person-by-person, team-by-team, better ways of working are about to ripple across your entire organization.