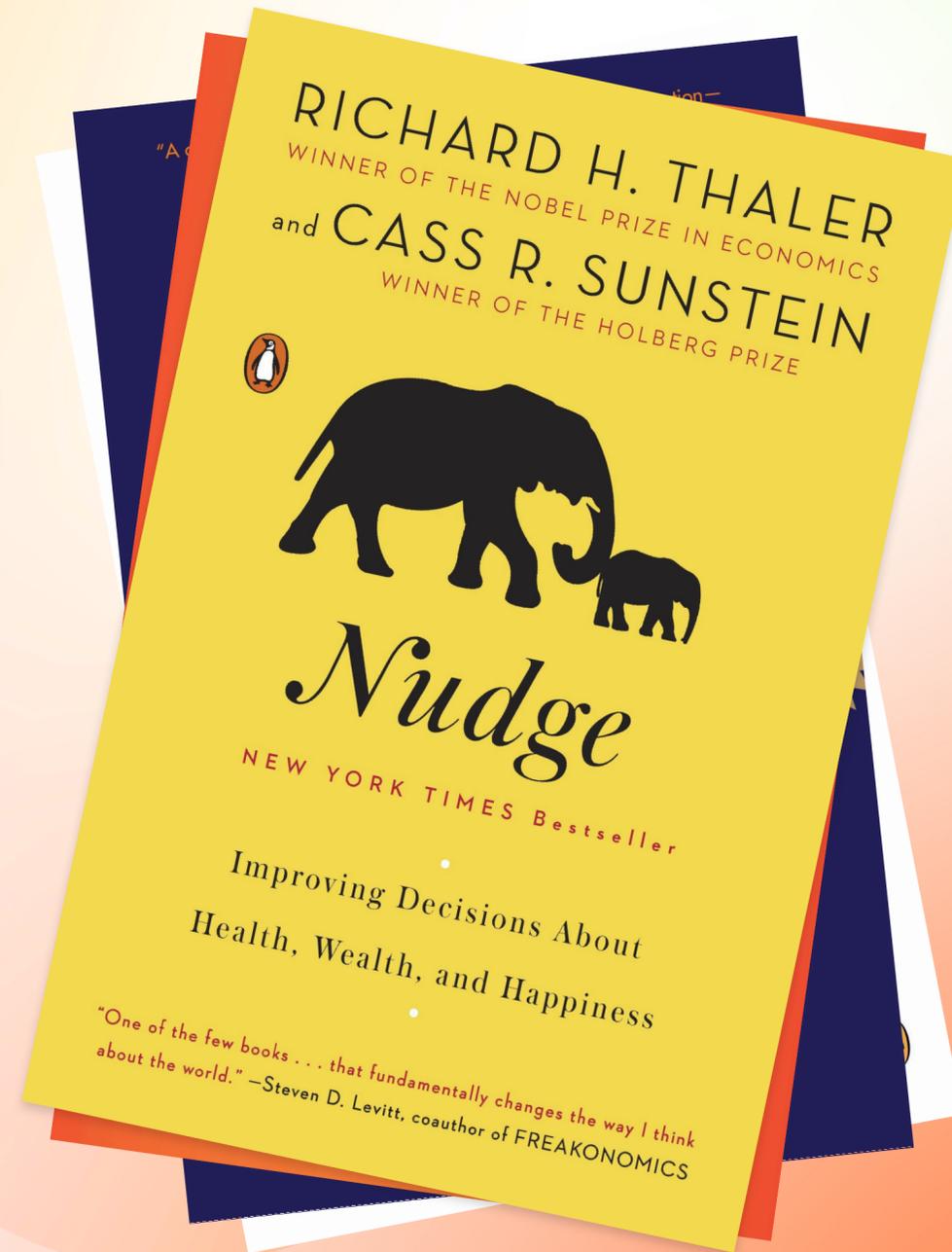




stickk in literature

The Poster Child for Applied
Behavioral Economics



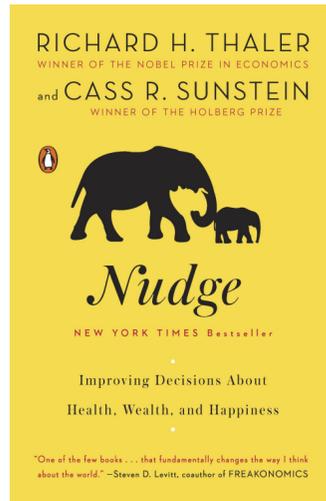
A thick orange arc on the left side of the slide.

As Vito Corleone might have put it, stickK wants you to **make yourself an offer** you can't refuse. And what could be better than for each of us to **be our own godfather?**

A thick orange arc on the right side of the slide.

Daniel Akst, *Temptation*

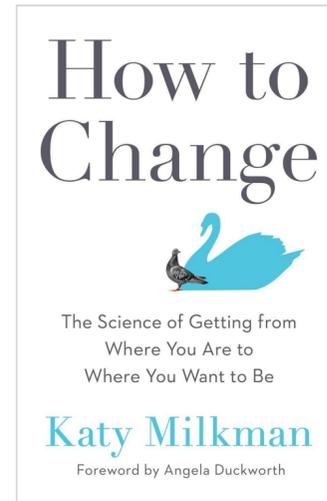
Since its founding in 2008 by two Yale professors –Behavioral Economist Dean Karlan (now at Northwestern), Law professor Ian Ayres– and then-MBA student Jordan Goldberg, stickK’s unique goal-setting strategies have been widely covered in self-help literature ranging from Fitness & Nutrition to Behavioral Economics and Management Science books written by Bestselling authors (like Nobel-prize winner Richard Thaler or lifestyle guru & podcaster Timothy Ferriss), making stickK the Behavioral Economics Poster Child when it comes to behavioral change.



Nudge

Richard Thaler & Cass Sunstein

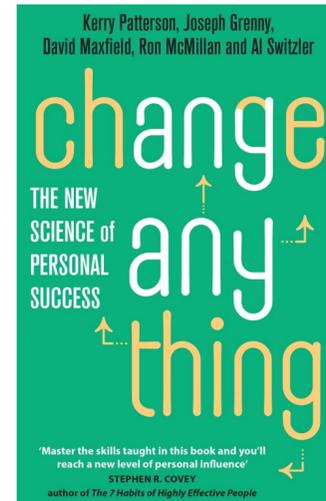
P05



How to Change

Katy Milkman

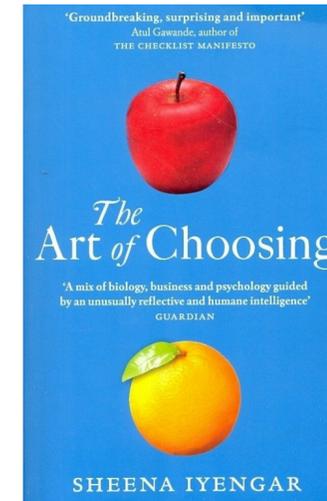
P06



Change Anything

Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, Al Switzler

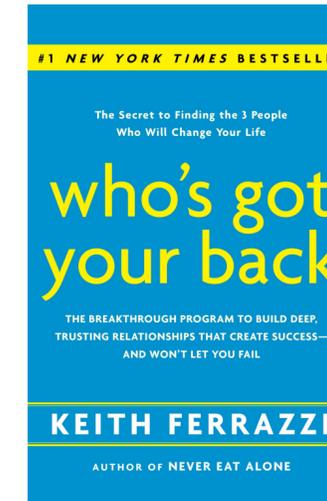
P07



The Art of Choosing

Sheena Iyengar

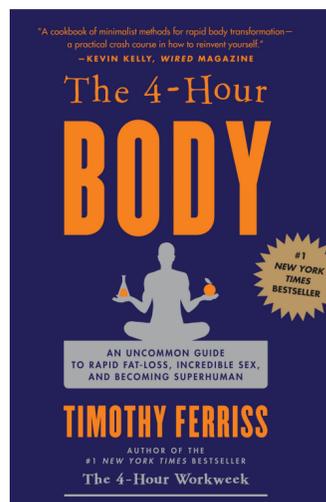
P08



Who's got your back?

Keith Ferrazzi

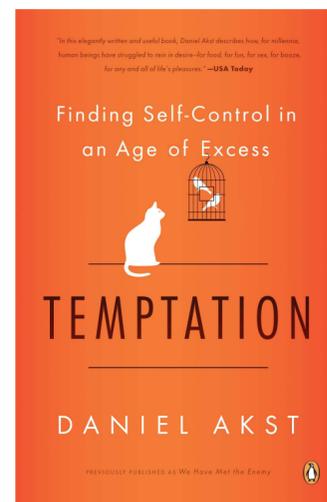
P09



4 Hour Body

Tim Ferriss

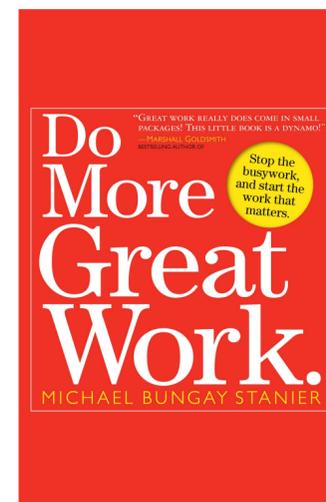
P10



Temptation

Daniel Akst

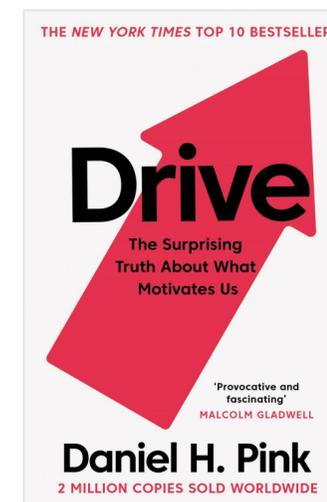
P11



Do more great Work

Michael Bungay Steiner

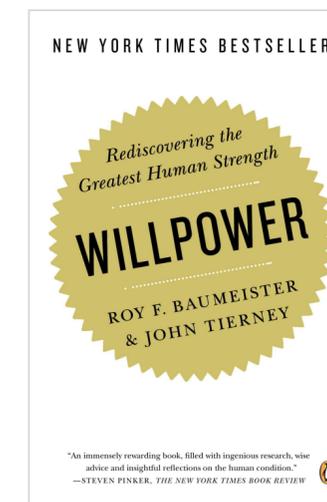
P12



Drive

Daniel H. Pink

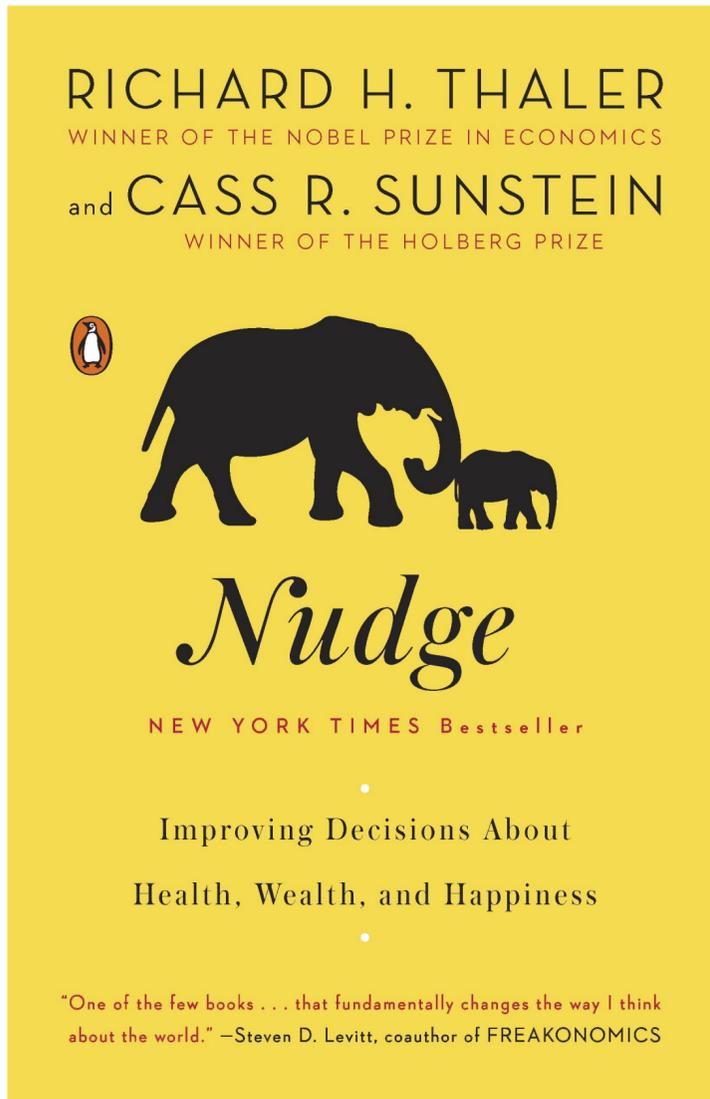
P13



Willpower

Roy F. Baumeister, John Tierney

P14



Improving decisions about Health, Wealth and Happiness

Nudge

By Richard Thaler & Cass Sunstein

Book awards, notable facts

- Over 1.5 million copies sold
- #1 NYT Bestseller
- Best Book of the Year by The Economist and Financial Times

Quotes

Sometimes friends can adopt such betting strategies together. John Romalis and Dean Karlan, two economists, adopted an **ingenious arrangement for weight loss**. When John and Dean were in graduate school studying economics, they noticed that they were putting on weight, and worried that this would get worse when they were on the job market, when they hoped to be wined and dined by potential employers. They made a pact. Each agreed to lose thirty pounds over a period of nine months. **If either failed, he had to pay the other \$10,000**, which was a lot of money to them. The bet was a big success; both met their target.

About the authors

Thaler: **Nobel Prize winner**

Sunstein: **Holberg Prize winner**

Book subject / Genre

Business & Economics, Decision-Making & Problem Solving, Self-Help

Year Published & Publisher

First Edition

February 2009, Penguin Books

Final Edition

August 2021, Penguin Publishing Group

Get the Book

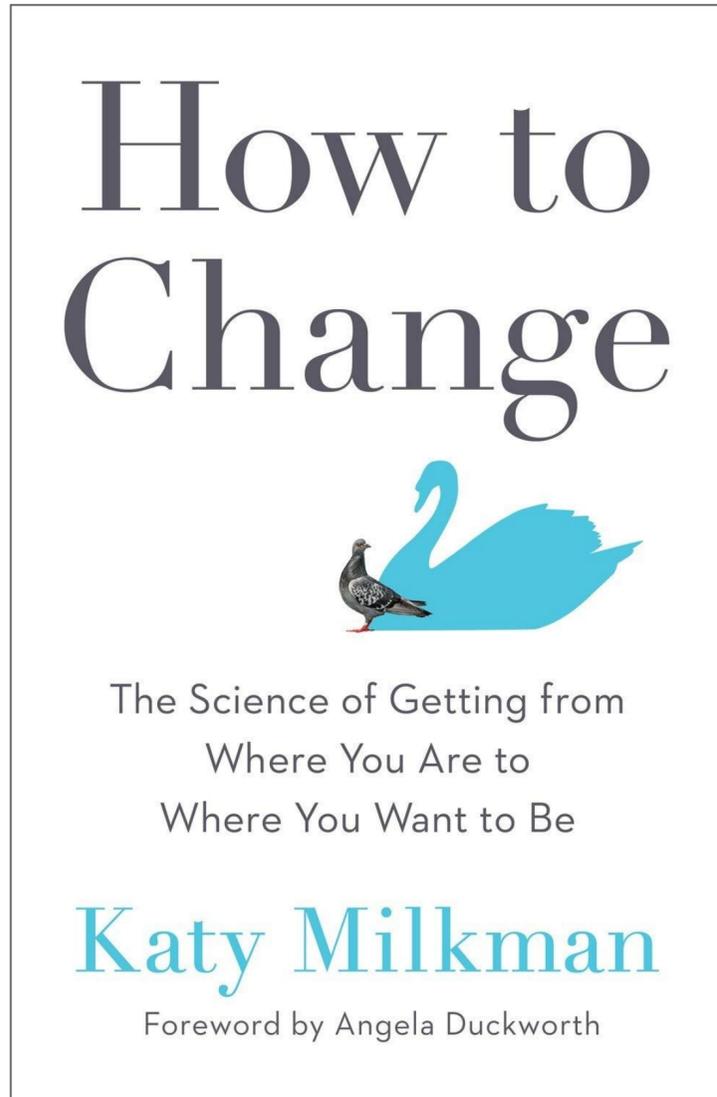
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— The Science of Getting from Where You Are to Where You Want to Be

How to Change

By Katy Milkman

Quotes

To date, **hundreds of thousands of people** have given cash commitment devices a try, and they turn out to be quite **handy**. All you have to do is set a goal, choose someone (or some piece of technology) to accurately track your progress, and **put money on the line** that you'll have to forfeit to a third party if you don't succeed.

[On stickK] you can wager as little as a few bucks, but bigger stakes, unsurprisingly, correlate with **higher rates of success**.

About the author

BE Professor at UPenn's Wharton School of Business

Co-director of UPenn's Behavior Change for Good Institute

Book subject / Genre

Behavioral Economics, Decision Making, Self-Help, Behavior modification

Year Published & Publisher

May 2021, Penguin Publishing Group

Get the Book

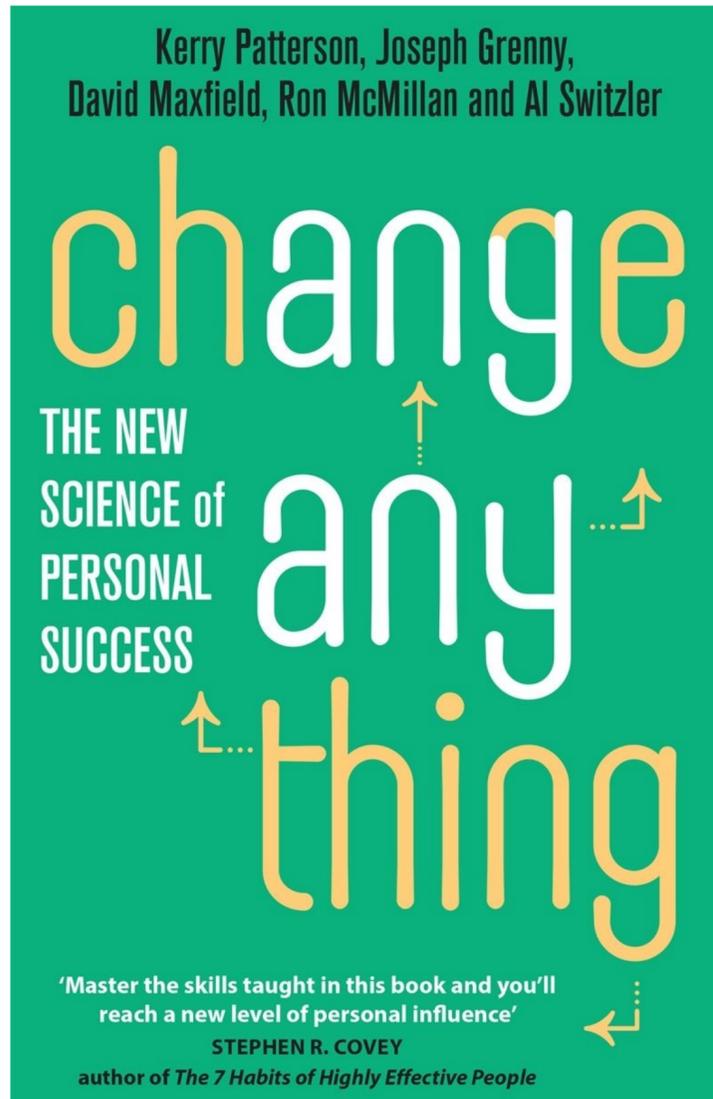
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— The New Science of Personal Success

Change Anything

By Kerry Patterson, Joseph Grenny,
David Maxfield, Ron McMillan, Al Switzler

Book awards, notable facts

 **Bestseller** in:
New York Times
Wall Street Journal
USA Today

Quotes

 The power of loss aversion hasn't gone unnoticed by those who currently design personal-improvement websites. For example, the website stickK.com **pioneered** the practice of inviting participants to **set up goals** and **pony up some amount of money**; participants lose a portion of that money to the recipient of their choice every time they fail to meet a goal. Like others who have made use of loss aversion, stickK users have found that when they invert an existing economy, **good behavior** becomes a bit **easier to embrace**.

Book subject / Genre

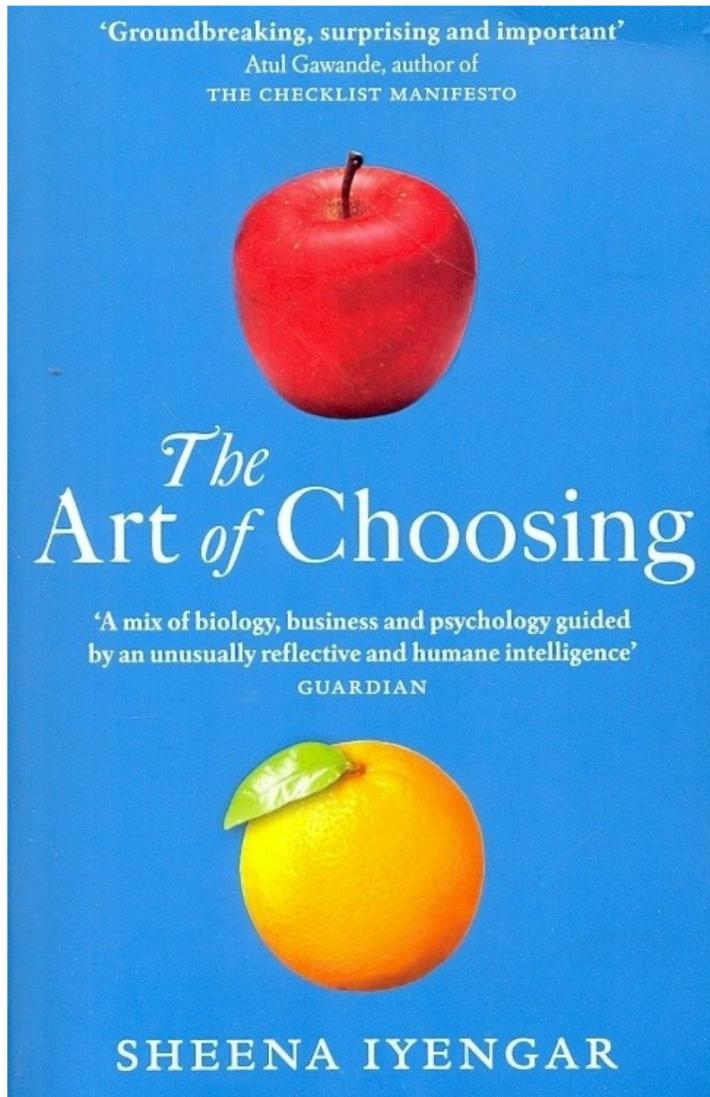
Business & Economics,
Management, Self-Help

Year Published & Publisher

April 2011, Grand Central Publishing

Get the Book

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-  [iBooks](#)
-  [Google Books](#)
-  [Kindle](#)



The Art of Choosing

By Sheena Iyengar

Book awards, notable facts

 **Best Business Book of the Year 2010**
(Financial Times & Goldman Sachs, September 2010)

Quotes

 As a PhD student, Karlan **lost 38 pounds** by agreeing to pay a friend half of his annual income if he didn't shed the weight. Years later, he had the idea to create a "**Commitment Store**" that would make the process **fun and convenient**, and so stickK.com was born. stickK tells you to "put a contract out on yourself!" You can't modify the contract, and if you don't fulfill it, you forfeit a prearranged amount of money to a person, a charity or an anti-charity. stickK also allows you to **recruit other people as referees**, or shipmates, if you prefer, in case you're tempted to lie about a costly failure. 

About the author

Sheena Iyengar is the S.T. Lee Professor of Business in the Management Department at Columbia Business School

Book subject / Genre

Business & Economics, Decision Making, Psychology, Self-Help

Year Published & Publisher

April 2010, Grand Central Publishing

Get the Book

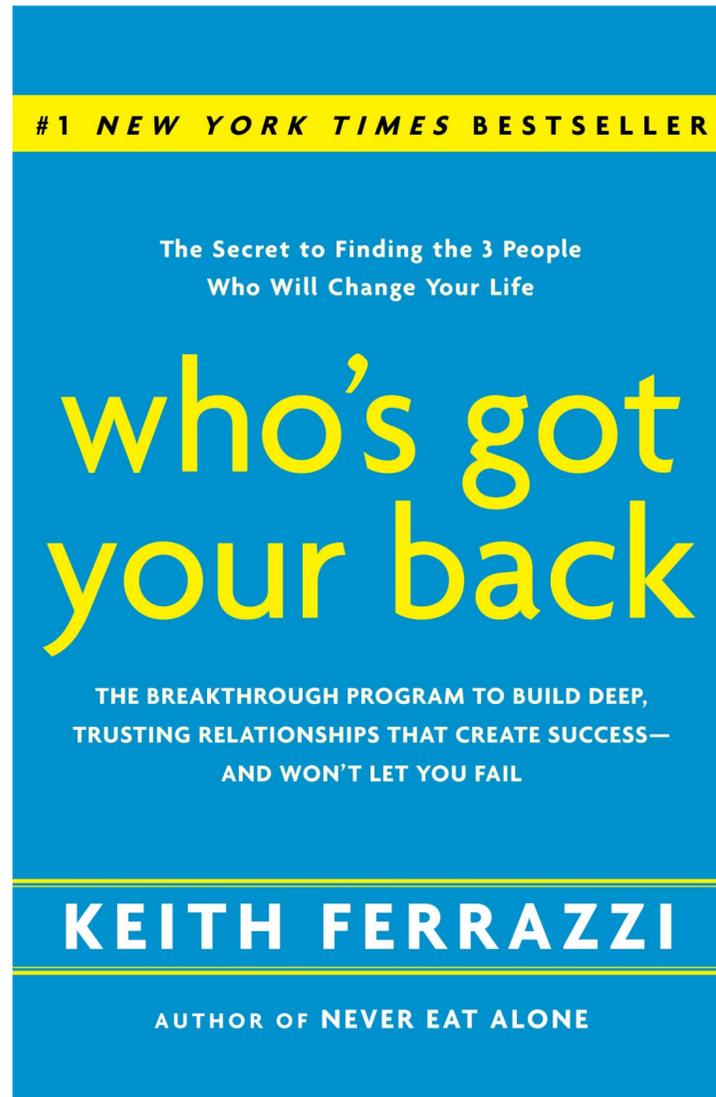
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— The Breakthrough Program to Build Deep, Trusting Relationships That Create Success—and Won't Let You Fail

Who's got your Back?

By Keith Ferrazzi

Book awards, notable facts

 #1 NYT Bestseller

Quotes

Regardless of whether your buddy is a friend or on the payroll, having someone **hold you accountable** for your goals is a **powerful reinforcing mechanism**. At the beginning, my sister needed someone she could rely on every single day.

Others are looking into new, highly original ways to hold themselves accountable for their life goals. Launched by two Yale faculty members and a grad student, an **online “commitment store” known as stickk.com** uses money as a novel way to motivate people to adhere to their goals. To use the free, ad-supported site, you simply **sign up for a personal goal**, like losing weight, paying off your credit card debt, or even flossing your teeth daily, then **place a “stake”** on whether or not you’ll succeed. You pony up cash up front —you decide how much, but typically it’s a few hundred dollars. **Your progress is monitored by a referee** of your choosing – a friend, a colleague, or even a boss– who has the last word on whether or not you’ve lived up to your goal.

About the author

Keith Ferrazzi is an American entrepreneur, writer and **recognized thought leader**. Ferrazzi specializes in helping companies and organizations reach their goals by transforming the culture and instill new behaviors that **increase growth and shareholder value**.

Book subject / Genre

Self-Help, Business & Economics

Year Published & Publisher

2009, Broadway Books

Get the Book

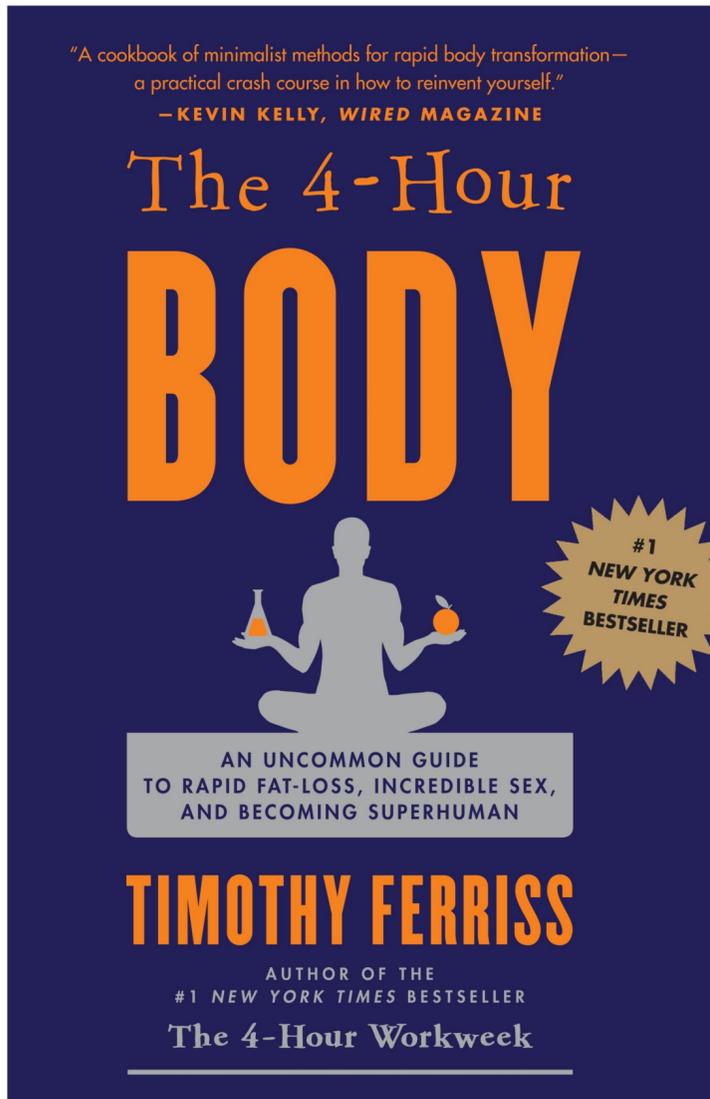
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— An Uncommon Guide to Rapid Fat-Loss, Incredible Sex, and Becoming Superhuman

4 Hour Body

By Timothy Ferriss

Book awards, notable facts

 #1 NYT Bestseller

Quotes

 stickK was founded on the principle that **creating incentives** and **assigning accountability** are the two most important keys to achieving a goal. Cofounder Dean Karlan, an economics **professor at Yale**, came up with the idea of opening an online “Commitment Store” which eventually became stickK. If you don’t fulfill your commitment with stickK, it automatically tells your friends and opens you up to endless mockery and derision.



About the author

Timothy Ferriss is an American entrepreneur, investor, author, and lifestyle guru.

Book subject / Genre

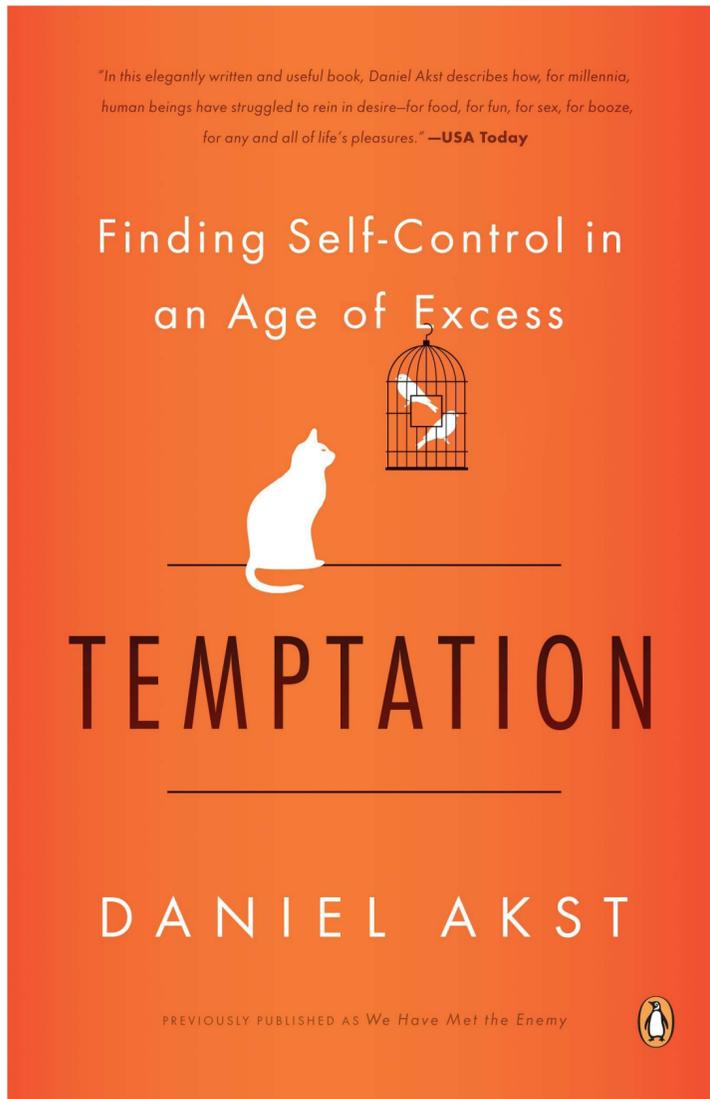
Health & Fitness, Diet & Nutrition, Weight Loss, Exercise

Year Published & Publisher

December 2010, Crown Archetype

Get the Book

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— Finding self-control in the age of excess

Temptation

By Daniel Akst

Quotes

As Vito Corleone might have put it, stickK wants you to make yourself **an offer you cant refuse**. And what could be better than for each of us to **be our own godfather?**

You **specify the terms** [of your goal] (say, a loss of one pound per week for twenty weeks), **put up some money** and provide the name of a referee if you want one to **verify your results**. Whenever you fail stickK gives some of your money to a charity you've chosen.

About the author

Daniel Akst is a writer whose work has appeared in the **New York Times, Wall Street Journal, Los Angeles Times, Boston Globe, Slate** and other leading publications.

Book subject / Genre

Self-Help, Eating Disorders & Body Image, Personal Growth

Year Published & Publisher

December 2011, Penguin Publishing Group

Get the Book

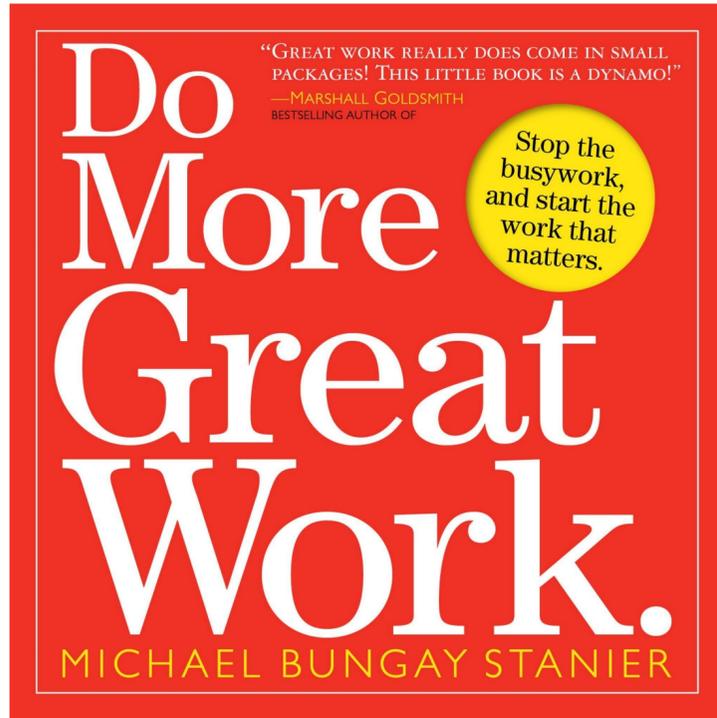
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— Stop the busywork, and start the work that matters

Do More Great Work

By Michael Bungay Steiner

Book awards, notable facts

 **Audie Award** for Business/Personal Development

Quotes

If you *really* don't want to find a real-live person to support you, consider using stickK.com (yes, it's got a double K), a **wonderful accountability tool**. You'll register your commitment and set yourself regular periods to check in and report on your progress. You can build a **support team** to monitor how you're doing. And you can put your money where your mouth is by **putting cash on the line**. If you reach your self-designated milestones, your money's safe. If you don't it goes to a charity you've chosen. (Would you be more likely to do your own Great Work task if you had to pay, say \$5,000 if you didn't? I thought so.)

About the author

Michal Bungay Steiner is an **acclaimed author**, coach, and **founder of Box of Crayons**. His work is mainly focused on shaping how organizations around the world make being coach-like an essential leadership competency.

Book subject / Genre

Self-Help, Body, Mind & Spirit, Inspiration & Personal Growth

Year Published & Publisher

February 2010, Workman Publishing Company

Get the Book

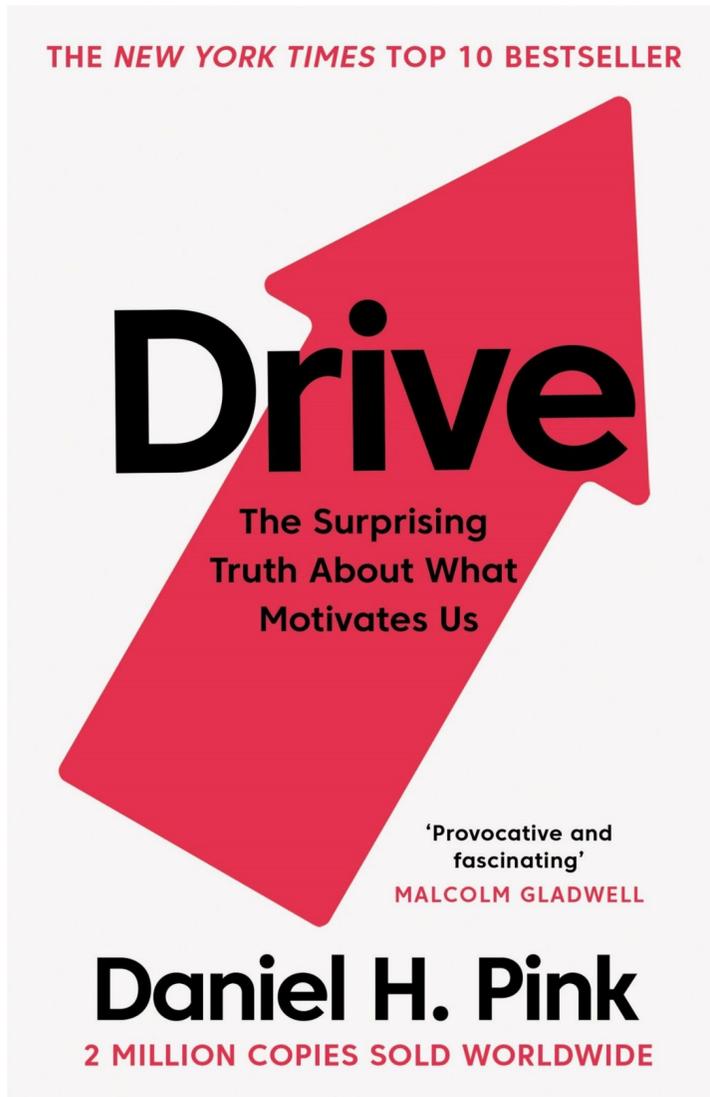
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— The Surprising Truth About What Motivates Us

Drive

By Daniel H. Pink

Book awards, notable facts

 **Bestseller** in:
New York Times
Wall Street Journal
Boston Globe
Los Angeles Times
Washington Post
San Francisco Chronicle
Amazon.com

Quotes

 Four Tips for Getting (and Staying) Motivated to Exercise.

Tip 4. **Reward yourself the right way.** If you are really struggling, consider a quick **experiment with stickK** (www.stickK.com), a website in which you publicly commit to a goal and must hand over money— to a friend, a charity or an “anti-charity” — if you fail to reach it. But in general, **don’t bribe yourself with “if-then” rewards**— like “If i exercise four times this week, then I’ll buy myself a new shirt”. They can backfire. But the occasional **“now that” reward**? Not a problem. So if you’ve swum the distance you hoped to this week, there’s no harm in treating yourself to a massage afterward. It won’t hurt. And **it might feel good.**



About the author

Daniel H. Pink is a **four-times NYT Bestseller** author, **Executive Producer** of NatGeo Channel’s Crowd Control

Book subject / Genre

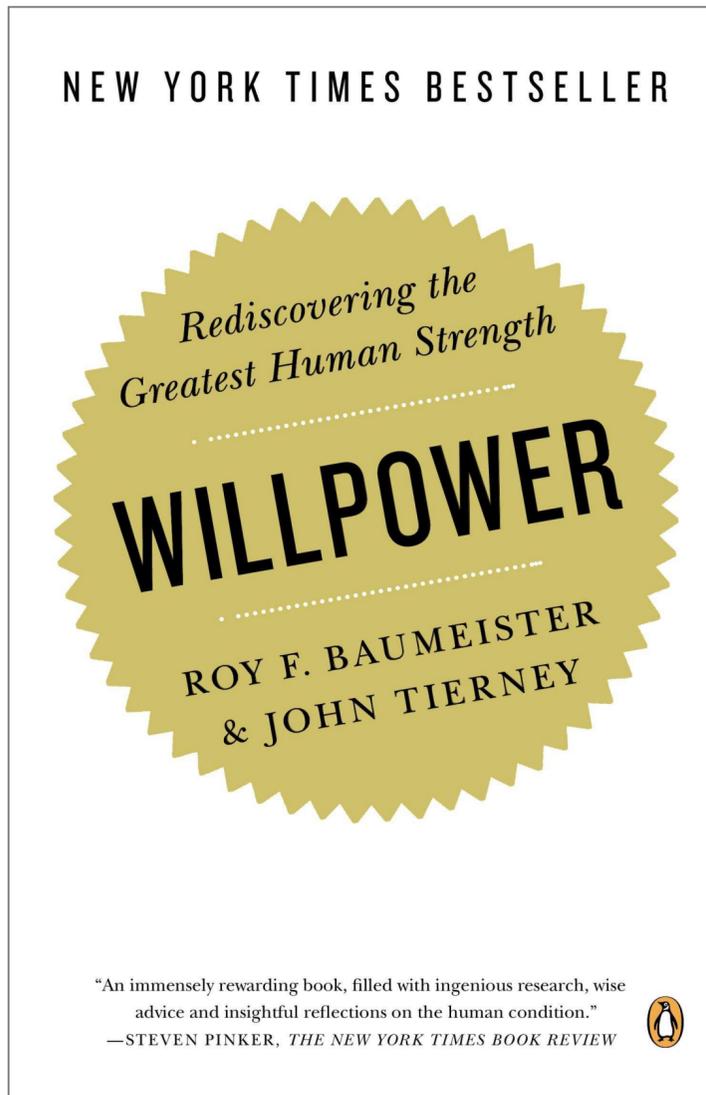
Self-Help, Motivation (Psychology), Business & Economics

Year Published & Publisher

December 2009, Riverhead Books

Get the Book

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Rediscovering the Greatest Human Strength

Willpower

By Roy F. Baumeister, John Tierney

Book awards, notable facts

 NYT Bestseller

Today you don't need to be famous to worry about ruining your image with a lapse in willpower. You can **precommit yourself to virtue by using social-networking tools** that will expose your sins, like [...] stickK.com, [where you] pick any goal you want—lose weight, stop biting your nails, use fewer fossil fuels, stop calling an ex—along with a penalty that will be imposed automatically if you don't reach it. You can **monitor yourself or pick a referee** to report on your success or failure.

You can also **make it financially costly** by setting up an automatic payment from your credit card to charity [...] People who draw up a contract without a financial penalty or a referee succeed only 35 percent of the time, whereas the ones with a penalty and a ref **succeed nearly 80 percent of the time.**

About the author

Roy F. Baumeister **directs the Social Psychologist program** at Florida State University.

Science columnist for the **New York Times** alongside John Tierney.

Book subject / Genre

Self-Help, Psychology, Cognitive Psychology & Cognition

Year Published & Publisher

September 2011,
Penguin Publishing Group

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Discovering the
Fast Human Strength

WILLPOWER

ROY F. BAUMEISTER
& JOHN TIERNEY

"An immensely rewarding book, filled with ingenious research, wise advice and insightful reflections on the human condition."
—STEVEN PINKER, THE NEW YORK TIMES BOOK REVIEW



The 4-Hour BODY

#1 NEW YORK TIMES BESTSELLER

AN UNCOMMON GUIDE TO RAPID FAT-LOSS, INCREDIBLE SEX, AND BECOMING SUPERHUMAN

TIMOTHY FERRISS

AUTHOR OF THE #1 NEW YORK TIMES BESTSELLER
The 4-Hour Workweek

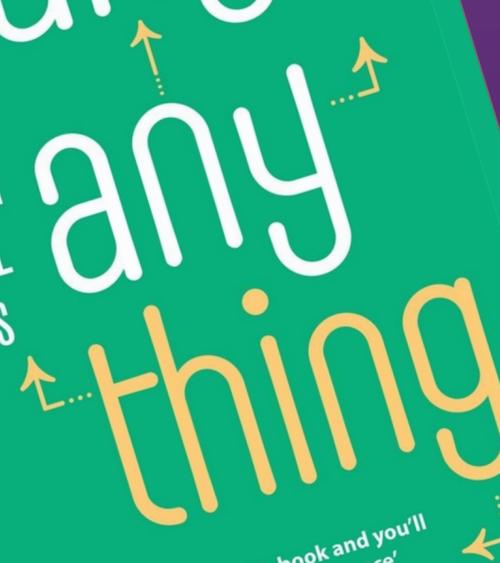


Kerry Patterson, David Maxfield, Ron McMillan and

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author of The 7 Habits of Highly Effective People



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and CASS R. SUNSTEIN
WINNER OF THE HOLBERG PRIZE




Nudge

NEW YORK TIMES Bestseller

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—Steven D. Levitt, coauthor of FREAKY ECONOMICS

"In this elegantly written and useful book, Daniel Akst describes how, for millennia, human beings have struggled to rein in desire—for food, for fun, for sex, for booze, for any and all of life's pleasures."
—USA Today

Finding Self-Control in an Age of Excess



TEMPTATION

DANIEL AKST



THE NEW YORK TIMES TOP 10 BESTSELLER

Drive

The Surprising Truth About What Motivates Us

'Provocative and fascinating'
MALCOLM GLADWELL

