

The Friends of Highgate Library present

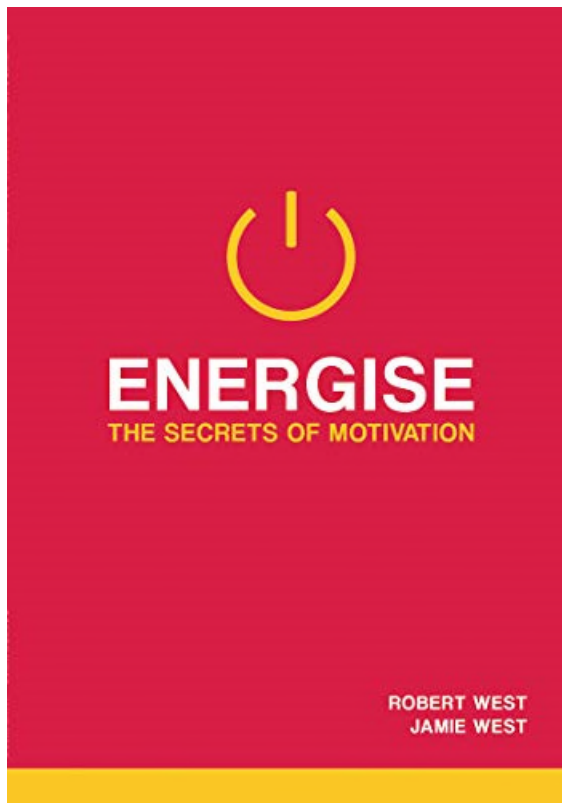
Thursday 13th August 2020

7.00 for 7.30pm on Zoom

Wants, Needs, Habits ?

How motivation drives our behaviour

Robert West



Robert West explores the science behind motivation, delving into the Machiavellian art of persuasion and examining the roles that incentives, praise, and punishment play in our society. This lively and humorous book reveals simple yet game-changing principles that will transform your understanding of motivation. How were we persuaded to stay home and save lives and wash our hands more often? Robert West is Professor of Psychology at University College London and an Associate of UCL's Centre for Behaviour Change.

www.dartmouthpark.org/FOHL/events

To obtain your 'Zoom' link please register below

eventbrite

<https://www.eventbrite.co.uk/e/prof-west-on-wants-needs-habits-how-motivation-drives-our-behaviour-tickets-112329101366>

Free admission