



PERSPECTIVE

CONSULTING STUDIO

STRATEGIC BEHAVIORAL ECONOMICS



PERSPECTIVE CONSULTING: BEHAVIORAL ECONOMICS.

Based on a Behavioral Economics approach, our consulting firm expertise is based on research, analytics and creation of solutions for the advancement of your organization.

"INSIGHTS, DEVELOPMENT, & GROWTH"

With more than 10 years of experience, our services aim to create value by understanding how behavioral factors influence decision making.



WHY PERSPECTIVE & ASSOCIATES?

Understanding why people and businesses behave the way they do, is the ultimate profit maker. At "Perspective" we part from this approach in order to design and implement the solutions that your personnel, management, internal processes and finances need.

WHAT MAKES US UNIQUE?

Our Mission

We are a strategic business consulting studio committed to creating value for business and policymakers through understanding how behavioral factors influence decision-making.

Our Vision

Become the leading behavioral economics studio that understands, enhances, and maximizes customers and human resources behind businesses and public policies, so organizations can develop, grow and trade more effectively.

Our Values

Excellence.
Disruption.
Integrity.
Social Responsibility.



WHAT SERVICES DO WE OFFER?

● Consulting on Strategy.

● Strategic Human Resources.

● Talent Design & Talent Acquisition.

● Behavioral Research for Reallocation Purposes.

● Labour Economics.

● Behavioral Research for Investment Decisions.

● Consumer Behavior Analysis.

● Behavioral Data Analysis.



WHAT SERVICES DO WE OFFER?

- Behavioral Technology Solutions.
- Training and Mentoring on Internal/External Clients.
- Business Trainings & Workshops.
- Behavioral Economics Audits for Organizations.
- Policy and Regulatory Behavioral Analysis.
- Speaking on Business, Economics, HR & Behavior (Upon request).

WHAT PRODUCTS DO WE OFFER?

01

**BALANCED
SCORECARDS**

02

**SOP'S,
MANUALS,
POLICIES.**

03

**STRATEGIC
STATEMENTS**

04

**ORGANIZATIONAL
DESIGN: ORG
CHARTS, JOB
DESCRIPTIONS.**

WHY BEHAVIORAL ECONOMICS MATTERS

By understanding how people make decisions, we can design products and services that are more appealing and effective.



We help businesses identify and address the behavior that can affect decision-making and lead to suboptimal outcomes.



Our approach equips businesses with the knowledge and tools they need to make better decisions and optimize their performance.

**Greater Customer
Satisfaction**

**Increased
Efficiency**

**Optimized
Performance**

LET'S PLAY





SUCCESSFUL CASE STUDIES

IMPROVING EMPLOYEE PERFORMANCE

We worked with a major retail chain to identify the key drivers of employee performance and develop a customized training program that improved overall retention and productivity.



SUCCESSFUL CASE STUDIES

INCREASING SALES & OPTIMIZING CUSTOMER EXPERIENCE.

We conducted a study for a hospitality company to better understand the decision-making processes of their target audiences, which led to a significant increase in sales revenue.

Industries We Serve

Retail, Fashion
& **Creativity.**



Hospitality &
Tourism.

Financial Sector,
Insurance & Construction
Industry.



Technology, Government
& Non-Profit.



How to work with us?

Let us know about your needs and what you are looking for and *we will* contact you within 24 hours.



ALBA LÓPEZ CABRERA

FOUNDER & CONSULTANT



PERSPECTIVE
CONSULTING STUDIO



ALCCONSULTINGSTUDIO@GMAIL.COM



+1 (809) 876-1701



Alba López Cabrera



<https://medium.com/@albalopezc7>



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