

# Behavioral lab at Bancolombia

*Nudge for good: Using BS to improve people's wellbeing through better decision making*

## Bancolombia

We are a purpose driven organization that seeks to promote sustainable development for the wellbeing of everyone. We serve over 25 million customers and 30.000 employees. WE have presence in Colombia, Guatemala, El Salvador, Panamá, Cayman and Puerto Rico. Leading sustainable bank,

## We are passionate

About helping to solve business challenges through behavioral insights that reflect the way people actually behave and make decisions.

We are committed to spreading the application of behavioral science and design to improve wellbeing, in a collaborative and fun way.

## Our impact



**3.5 milion**

people reached with interventions



**3.133**

people trained



**+70**

projects

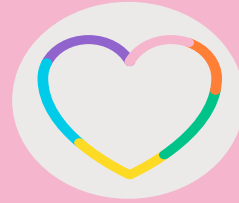
# Three major areas of work...

Helping design solutions with the "mind in mind"



## Business & Service behavioural design

- Financial wellbeing
- Digital adoption
- Financial inclusion
- Financial literacy
- Customer experience
- Pricing



## Talent

- Wellbeing
- Productivity
- Diversity, Equity & Inclusion



## Ethical behaviour

- Compliance
- ESG
- Fraud
- Transparency

# Meet the team... we are growing fast



**SERGIO PELÁEZ**

Strategy and leadership  
MSc Behavioural Science LSE



**LAURA CARDONA**

Behavioural Scientist  
Math Engineering  
MSc Decision Science LSE



**ANA MARÍA JARAMILLO**

Behavioural Scientist  
Psychologist  
MA Behavioural Studies EAFIT



**YOU**



**YOU**