• Your Plans are more likely to succeed if you account for human behavior
• Understanding human behavior gives you – and your company – a strategic and tactical advantage
• If behavior is a function of the person & the environment, then you need to consider:
  • The person’s skill set & capacity
  • the event itself (including the environment)
  • levels of stress in the operation
  • changes throughout the event timeline
• An understanding of the neuroscience teaches us that human cognition will be impaired in times of stress
  • Loss of executive cognitive functions (pre-frontal cortex)
  • Emphasis on survival behaviors
• SOLUTION: ensure that you make things cognitively easier for your staff (e.g. limit multi-tasking and other strains)