



**XX**

**CONGRESO NACIONAL DE  
FONDOS DE EMPLEADOS**

REACTIVACIÓN - GESTIÓN DE RIESGOS - INNOVACIÓN

DESAFÍOS PARA CONSTRUIR PAÍS

**CARTAGENA**

SEP 30 - OCT 1 DE 2021

- El cerebro ama las historias en el mundo digital
- Los nuevos estudios de Google: el comportamiento humano en redes
- 6 herramientas fáciles que incrementan las compras en el mundo digital: la gestión de emociones en Neuromarketing digital
- Cerrar negocios en el mundo digital y presencial: el poder del Cierre por selección dual®





# Incentivos





**CHANGES  
AHEAD**



El cambio nos pide  
cosas nuevas







A close-up photograph of several round, reddish-brown pills. The pills are stacked and overlapping, with some in sharp focus and others blurred in the background. The lighting is warm, highlighting the texture of the pills.

**120  
días**



Skin



Skin

28  
días







**10 años**



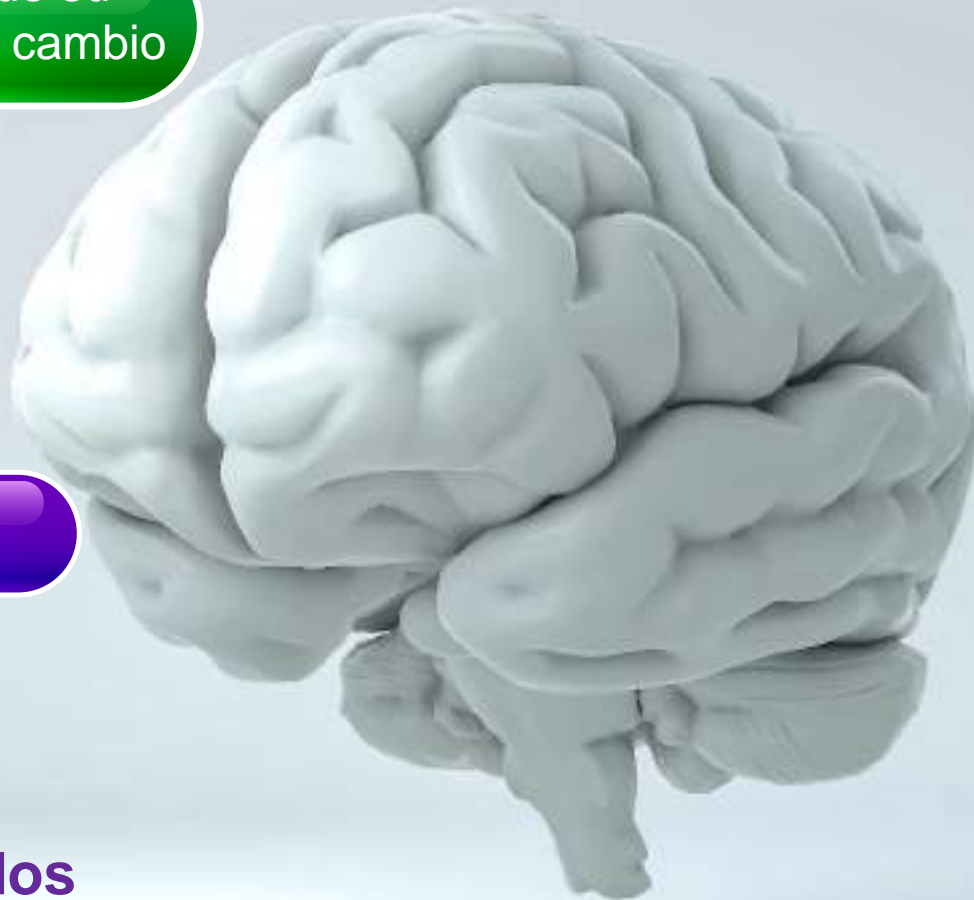
La manera en que su  
cerebro procese el cambio



estado  
emocional



**sus resultados**



## Change Management

Jennifer M. Barrow<sup>1</sup>, Tammy J. Toney-Butler

In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2020 Jan-. 2020 Feb 17.

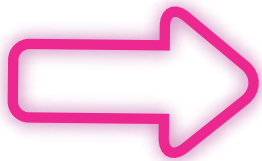
Affiliations + expand

PMD: 29083813 [NBK459380](#)

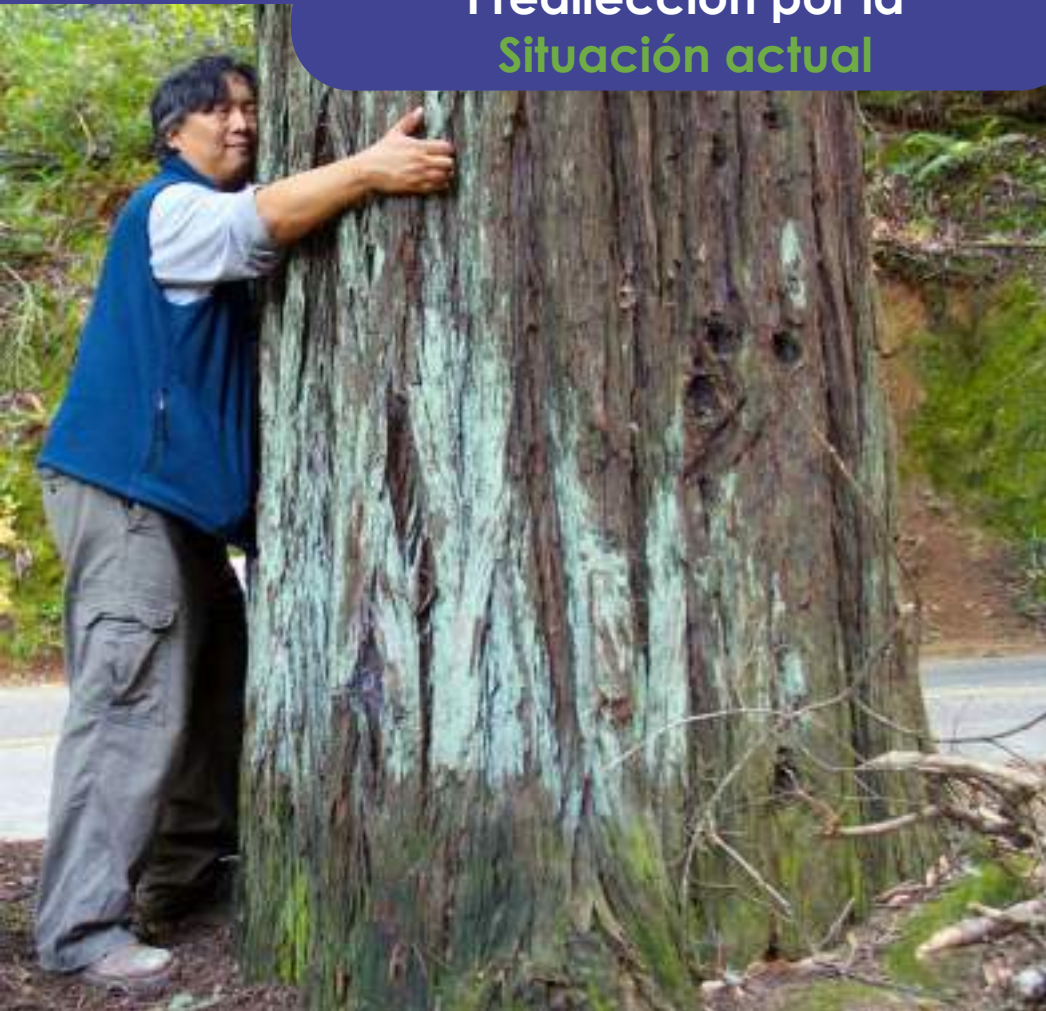




3%



## Predilección por la Situación actual

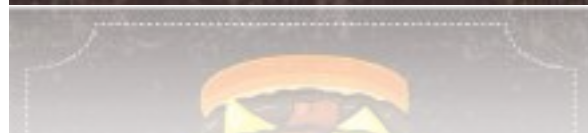


A man with short brown hair and a light beard, wearing a light blue dress shirt and a dark tie, is sitting in a black office chair. He is holding a brown leather notebook open in his left hand and a black pen in his right hand, with the pen tip resting on his chin. He has a thoughtful expression and is looking off to the side. In the background, there is a large window with a view of a city street. A silver laptop is visible on the desk to the right. A purple rounded rectangle with white text is overlaid on the top right of the image.

**Mismo sitio**



# Predilección la situación **actual**



# Inercia



Richard H. Thaler

Misbehaving: The  
Making of Behavioral  
Economics

**National  
Congress Library**



**National Institute  
of Mental Health**



# Tecnologías de Investigación en **Neuromarketing**





# 1. EEG

Engagement

Activación **Emocional**

Stress

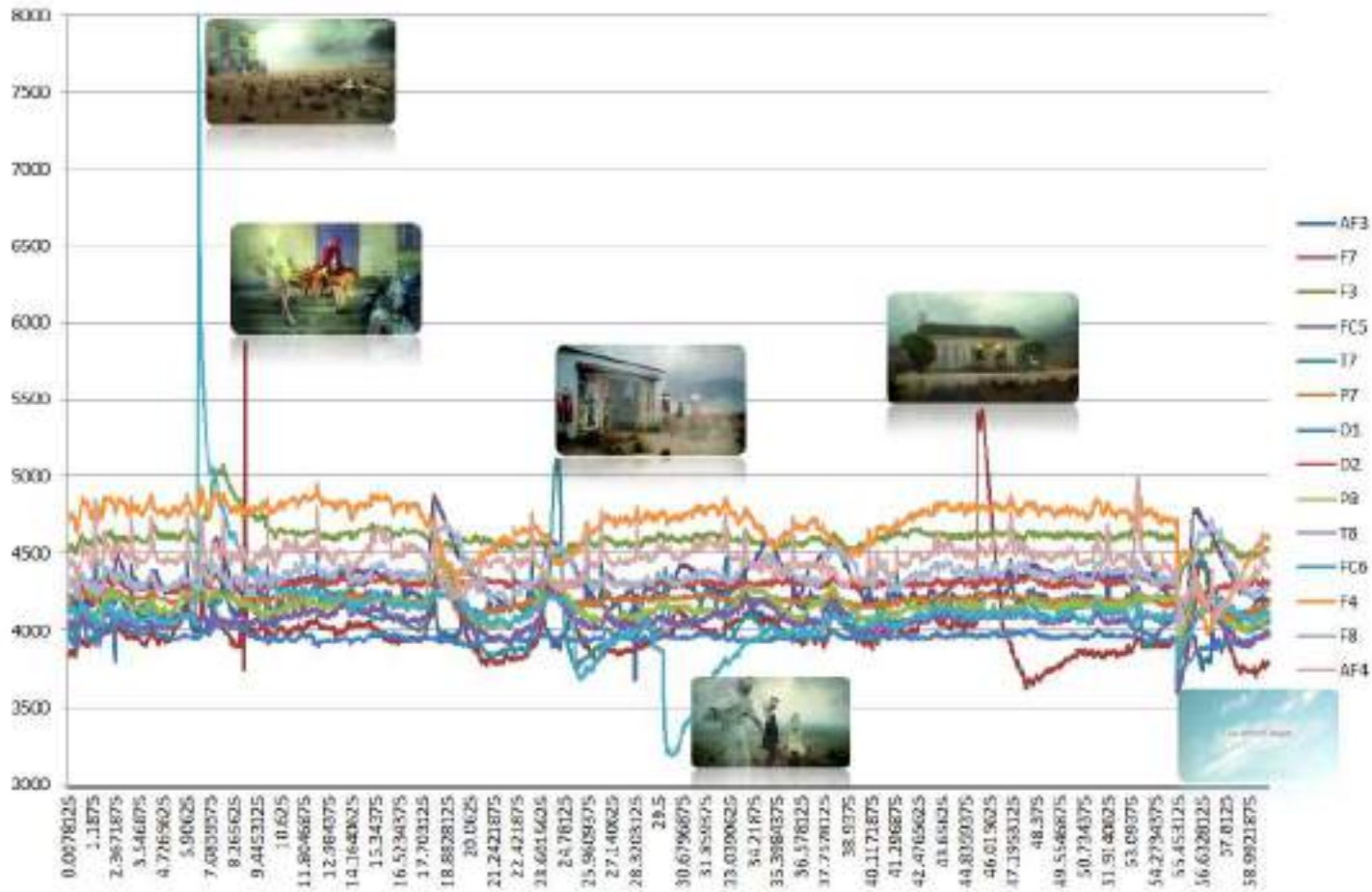
**Involucramiento**

Atención

Relajación

**Foco**

# EEG: Exposición a 60 segundos de video





## 2. Eye Tracking

Captura tiempo de fijación de la **visión**

**Heatmap** (puntos calientes y fríos)

## 2. Eye Tracking

SOLE

Leo Burnett USA

Sam Lund

© 2008 TV

Copyright © 2008 Leo Burnett USA. All rights reserved.

"MANHOOD BY THE HORNS/HD"

:30

QSES 8579H

08/20/2008

SW/NC - Spanky

08/15/2008

another country



Job #11071

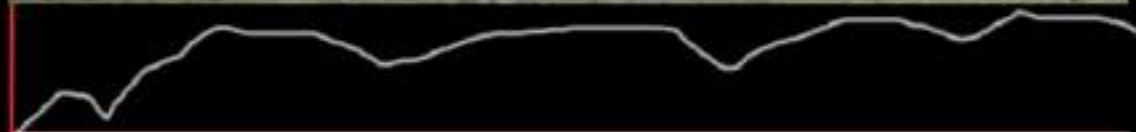
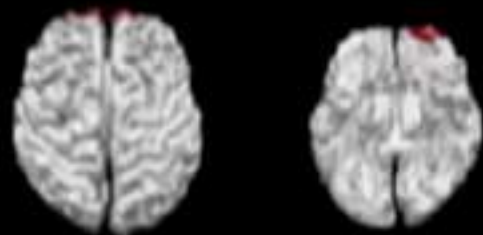
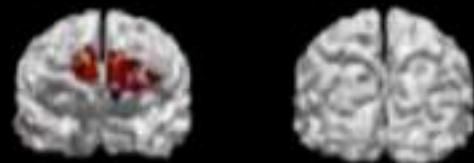
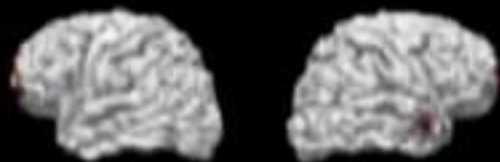




¿Do you  
neurobusiness  
persuasion & emotion



[www.neurobusiness.us](http://www.neurobusiness.us)



Overall Engagement



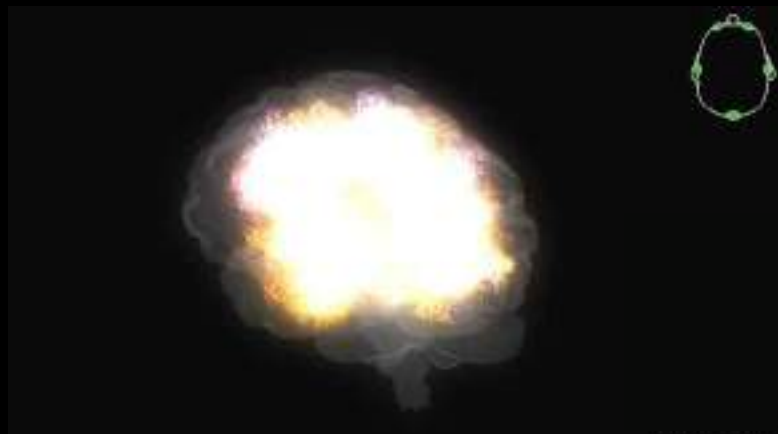
Emotional Valence

### 3. Resonancia magnética funcional

incremento de  
**Oxígeno** en  
Flujo sanguíneo  
cerebral

Exposición a  
**estímulos**  
visuales







Neuromarketing

**Premisa Central**

## Sentidos

11.000.000 de bytes / seg






Consciente

40 bytes / seg

11.000.000 de bytes / seg

40 bytes / seg



99,9999%  
no **consciente**

# 1. Cómo entrar?



40 bytes / seg



Premisa Central

Implicaciones en Negocios



**El cerebro ama las historias**



PERGAMON

Neuropsychologia 38 (2000) 11–21

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NEUROPSYCHOLOGIA

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[www.elsevier.com/locate/neuropsychologia](http://www.elsevier.com/locate/neuropsychologia)

## Reading the mind in cartoons and stories: an fMRI study of 'theory of mind' in verbal and nonverbal tasks

H.L. Gallagher<sup>a</sup>, F. Happé<sup>b</sup>, N. Brunswick<sup>a</sup>, P.C. Fletcher<sup>a</sup>, U. Frith<sup>c</sup>, C.D. Frith<sup>a,\*</sup>

<sup>a</sup>*Wellcome Department of Cognitive Neurology, Institute of Neurology, University College London, 12 Queen Square, London WC1N 3BG, UK*

<sup>b</sup>*Social, Genetic and Developmental Psychiatry Research Centre, Institute of Psychiatry, Denmark Hill, London, UK*

<sup>c</sup>*Institute of Cognitive Neuroscience & Department of Psychology, University College London, London, UK*

Received 4 November 1998; received in revised form 31 March 1999; accepted 12 April 1999

A cinematic scene showing two men in prehistoric, animal-skin clothing standing on a rocky outcrop. The man on the left is looking towards the right, while the man on the right is looking towards the camera. They are holding long wooden spears. The background features a vast, mountainous landscape under a blue sky with light clouds.

actividades diarias

¿Cómo fue el final del día?

100.000 años



Historias





**Why Inspiring Stories Make Us React: The Neuroscience of  
Narrative**

By Paul J. Zak, Ph.D.

Oxitocina

ACTH

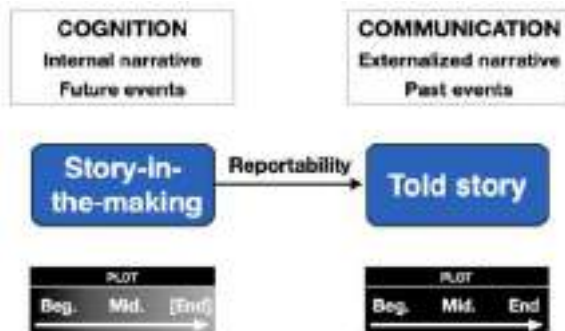




# The “Who” System of the Human Brain: A System for Social Cognition About the Self and Others

Steven Brown\*

Department of Psychology, Neuroscience & Behaviour, McMaster University, Hamilton, ON, Canada



Psychological Research (2012) 76:220–228  
DOI 10.1007/s00426-011-0382-z

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REVIEW

## **“T” and the brain**

**Beatrice Longuenesse**

Received: 18 August 2010 / Accepted: 15 September 2011 / Published online: 30 September 2011  
© Springer-Verlag 2011

Estructura de la historia



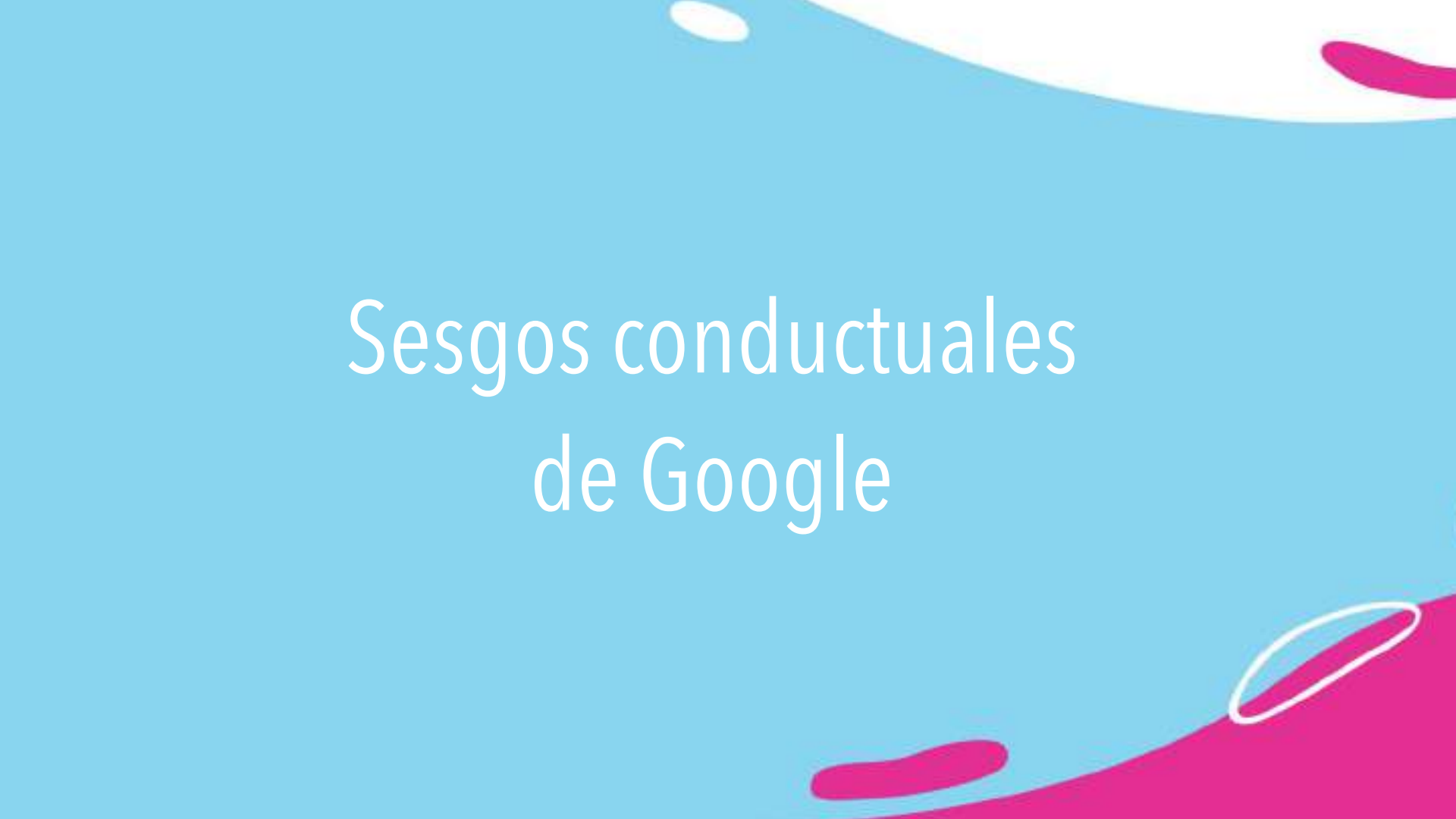
Solución

Queso

Problema

Qué solucionaría el problema





# Sesgos conductuales de Google

# How people decide what to buy lies in the 'messy middle' of the purchase journey

Alistair Rennie, Jonny Protheroe / July 2020





# Customer Journey



Las personas recorren estos modos gemelos de **exploración** y **evaluación**, repitiendo el ciclo tantas veces como sea necesario para tomar una decisión de compra.

The messy **middle**...

2

**6 herramientas fáciles que incrementan las  
compras en el mundo digital**





## Categoría Heurística

Las descripciones y especificaciones breves de un producto pueden simplificar las decisiones de compra



## Poder del ahora

Cuanto más se espere por el producto, más débil será la propuesta



## Prueba Social

Recomendaciones, testimonios



## Power of free

Describe el poder de la palabra  
"gratis"



## Sesgo de Autoridad

Expertos o fuentes de confianza  
como prueba social  
(influenciadores)



## Sesgo de Escasez

Sentido de urgencia.  
Aumentar el deseo



Seleccione sus  
**Redes**

# 2

**Gestión de emociones en el mundo digital**

# SCIENTIFIC REPORTS



OPEN

## The influence of emotional interference on cognitive control: A meta-analysis of neuroimaging studies using the emotional Stroop task

Sensen Song<sup>1</sup>, Anna Zilverstand<sup>2</sup>, Hongwen Song<sup>3</sup>, Federico d'Oleire Uquillas<sup>4</sup>, Yongming Wang<sup>5</sup>, Chao Xie<sup>1</sup>, Li Cheng<sup>6</sup> & Zhiling Zou<sup>1</sup>

Received: 30 November 2016

Accepted: 10 April 2017

Published online: 18 May 2017

**Emocional**

**Rápido**

**Subconsciente**



Toma de  
Decisiones



# Corte trasversal RMN



8 milisegundos antes  
que Neocortex



**Sistema límbico**

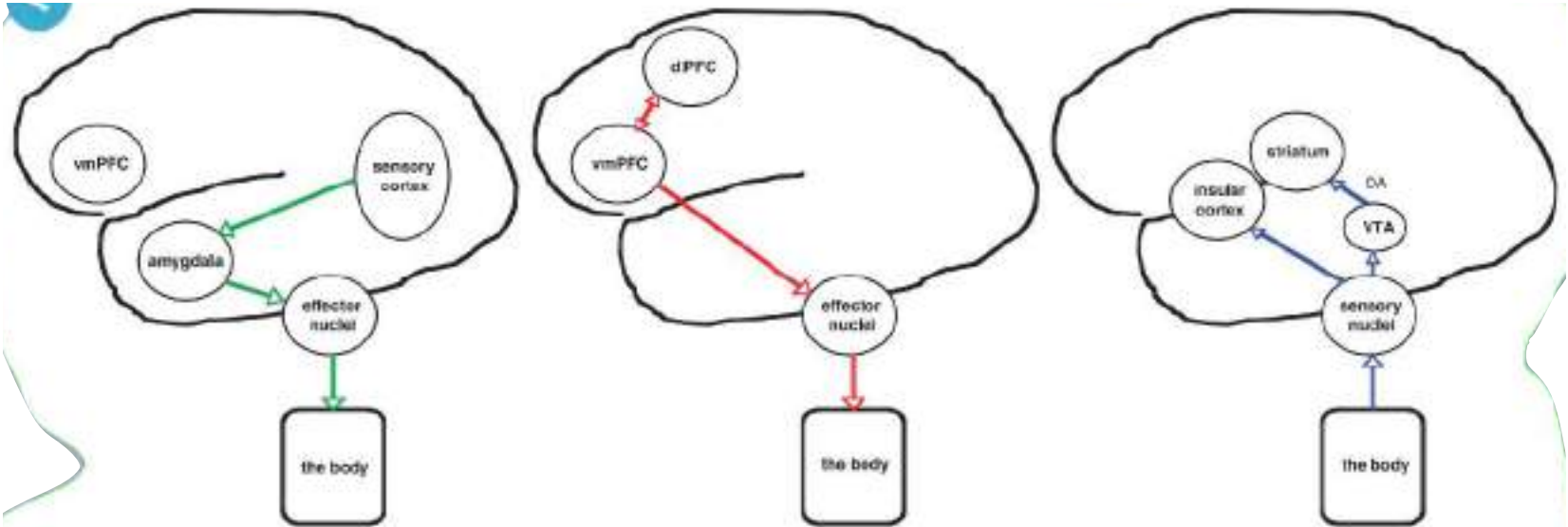
# The Role of Emotion in Decision Making

## A Cognitive Neuroscience Perspective

Nasir Naqvi,<sup>1</sup> Baba Shiv,<sup>2</sup> and Antoine Bechara<sup>3</sup>

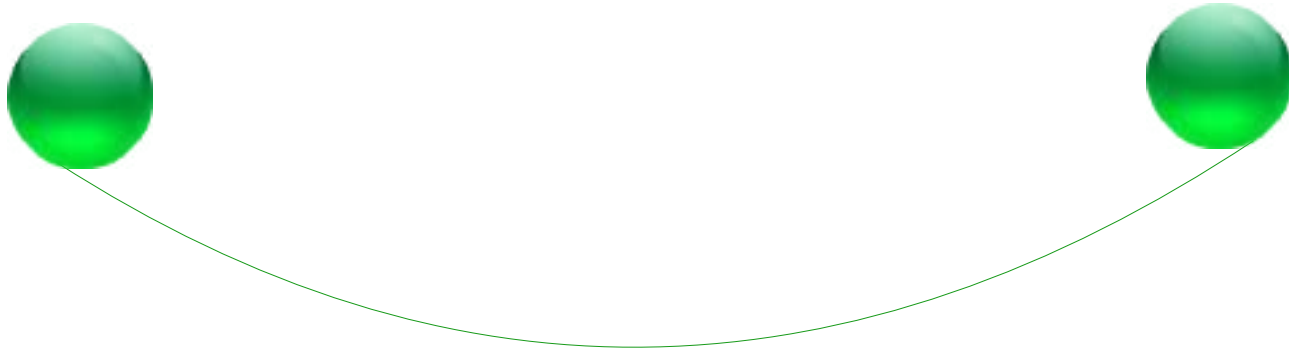
*<sup>1</sup>Division of Cognitive Neuroscience, Department of Neurology, University of Iowa College of Medicine; <sup>2</sup>Graduate School of Business, Stanford University; and <sup>3</sup>Brain and Creativity Institute, and Department of Psychology, University of Southern California*

Su cuerpo recuerda la **emoción**



**Marcadores Somáticos**

## La base: problema y solución



# Corte trasversal RMN





## 4. El poder del cierre por Selección **Dual**<sup>®</sup>



# Aversión a **una** sola **opción**

# Aversión a **una** sola **opción**



**Una** opción



**10%**

# Aversión a **una** sola **opción**



**Una** opción



**10%**

**Dos** opciones



**34%**



riesgo

1 sola opción





**Dominancia del  
Cerebro reptil**



**Tallo Cerebral**



**Gracias**

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