
Behavioural Science for Business

Why the Global Market is Paying a Premium for This Skill Set

Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

AI-augmented decision-making | Companies investing \$1.2 trillion in AI tools need behavioral insight to avoid costly bias, driving higher salaries | McKinsey Global Institute

Hybrid work & employee experience | Post-pandemic productivity hinges on behavioral design, sparking \$300 billion spend on experience platforms | World Economic Forum

Regulatory & ESG compliance | New global ESG standards require behavioral risk assessment, creating a \$250 billion market for compliance consulting | OECD Skills Outlook