The Science Behind the Science of Change

The Science of Change is a new podcast hosted by behavioral scientist and co-founder of Irrational Labs, Kristen Berman. On this show, Kristen chats with visionary product and organizational leaders to uncover their insights about user behavior — and how they've managed to change it. For listeners who want a deeper dive into the behavioral science behind each episode, we've compiled citations for all of our behavioral science claims.

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Asana Citations

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Join host **Kristen Berman,** CEO and Co-founder of Irrational Labs, as she chats with visionary product and organizational leaders to uncover their insights about user behavior — and how they've managed to change it.

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