In 1936, a man named Kurt Lewin wrote a simple equation that changed the way we think about habits and human behavior. The equation is:

\[ \text{Behavior} = \text{Function}(\text{Drive}, \text{Environment}) \]

Or in simpler terms:

\[ \text{Behavior} = \text{Function}(B, E) \]

Lewin's equation is often referred to as the "Behavioral Equation" or "Lewin's Equation." It suggests that human behavior is a function of the individual (B) and the environment (E). This equation has been influential in various fields, including psychology, sociology, and management.

Lewin's work was groundbreaking, particularly in the context of behaviorism, which focuses on observable behaviors and their consequences. His equation has inspired numerous studies and theoretical developments in the field of human behavior. It is a fundamental concept in understanding how individuals interact with their environment and is still relevant in contemporary research in psychology and management.

In his provocative new book, The Human Equation, Jeffrey Pfeffer argues that many managers continue to overlook the extent to which the human equation plays a role in informing strategies and building profits. The equation reveals the importance of considering human behavior in organizational decisions and strategies.