

IN-PERSON

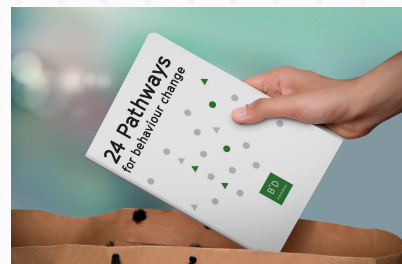
Behavioural Design Masterclass

Purpose. Get equipped with behaviour change tools for your policy, customer and experience design challenges

Learn. Understand how we make decisions with practical behaviour change models

Apply. Adopt methods from behavioural design in your toolkit to solve challenges

Qualify. Become the Behavioural by Design Practitioner™ in your team



Who is this for?

>> Entrepreneurs & leadership teams >> Service design teams >> Experience design teams >> Product owners & managers >> Policy advisors & analysts >> Marketing & communication teams >> Research & insight teams >> Agile teams

Course Outline



1 day workshop followed by a check-in session

10:30am to 11:30am

Module I. Behavioural Science Foundation

Understand how we make decisions, mental shortcuts and biases, human centric approach to problem solving

11:45am to 12:45am

Module II. Mindset of Behavioural Design

Learn models and framework with behavioural design methods to research, co-design and test your solutions

1:30pm to 2:30pm

Module III. Behavioural by Design Toolkit

Get immersed in the tools including “24 Pathways” book, Strategy cards and “7 steps to psychological innovation”

2:45pm to 4:30pm

Learn by Doing

Implementing your Behavioural by Design Toolkit to solve a real world challenge on the day

Fees. USD 590 (Aprox NZD 820 + GST or AUD 765)



Register now to get a booking invitation

www.behaviouralbydesign.com