

ONLINE

Behavioural ^{by} Design Masterclass

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

Masterclass outcomes.

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

Toolkit. Adopt methods from behavioural design in your tools 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

**Part 1. Science behind behaviour change - 1.5 hour
(one-to-one personalised coaching)**

- A. Introductions and context setting
- B. Foundation of behavioural science
 - >> How we make decisions
 - >> Nudge vs boost vs sludge
 - >> Models, frameworks and case-studies

**Part 2. Behaviour change tools - 1.5 hour
(one-to-one personalised coaching)**

- C. Behavioural by Design Toolkit
 - >> Learn how to adopt the “5 steps to behavioural innovation” workbook with our online tools for a behavioural challenge relevant to your field

Fees. USD 300 USD 250
(April 2021 to June 2021)



Register now to get a booking invitation

www.behaviouralbydesign.com