In-person

Behavioural by Design Masterclass

11 May 2021 | Te Papa Venues, Wellington New Zealand
20 May 2021 | Auckland New Zealand

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 & senior managers >> Service designers >> Experience designers >> Product owners/managers >> Policy advisors/analysts >> PR, marketing & communication professionals >> Research & insight teams >> Agile coaches

Course Outline.

Full-day workshop followed by a check-in session

9am to 10:30am	**Module I. Behavioural Science Foundation** Understand how we make decisions with biases, models, frameworks and case-studies from behavioural science
11am to 12:00pm	**Module II. Mindset & Methods of Behavioural Design** Participatory approach to design identifying behavioural influences in systems and elevating lived experiences
1:00pm to 2:00pm	**Module III. Behavioural by Design Toolkit** Get immersed in tools including 24 Pathways book, strategy cards and 5 steps to behavioural innovation
2:30pm to 4:00pm	**Learn by Doing** Practice implementing your Behavioural by Design Toolkit to solve a behavioural challenge on the day

Wellington (Government Economics Network). NZD 820 + GST includes full day catering

Auckland (Public Relations Institute of New Zealand). NZD 915 to NZD 1395

For more information - www.behaviouralbydesign.com/masterclass