

ONLINE

# Behavioural <sup>by</sup> Design Online Masterclass

Get equipped with "tools to think like a behavioural scientist"

**Learn.** Understand how we make decisions with a behavioural science lens

**Toolkit.** Adopt mindsets and methods to solve complex challenges

**Qualify.** Get certified as a Behavioural by Design Change-Maker™

## Who is this for?

>> Entrepreneurs >> Leadership Teams >> Product & Service Designers >> Policy Teams >> Marketing & Communication Teams >> Research Teams >> Sustainability & Wellbeing Teams >> Risk & Compliance Teams >> Workshop Facilitators

## Session 1. Science behind behaviour change 1.5 hour personal coaching

- 🧠 Foundation of behavioural science
- >> Science behind how we make decisions
- >> Behaviour change models and frameworks
- >> Language of behavioural science

## Session 2. Behavioural science tools 1.5 hour personal coaching

- 📁 Apply the Behavioural by Design Toolkit
- >> Start your own behavioural science project
- >> Practice adopting 5 STEPS to behavioural innovation and 24 PATHWAYS for behaviour change

## Course Fees. USD 500

(Additional 15% GST for New Zealand based participants)



**Request for invite. Limited places available every year  
for our personal coaching sessions.**