

In person

Behavioural Design^{by} Masterclass

19 November 2026 | Wellington, Aotearoa New Zealand

Get equipped with 'behavioural science tools' for your strategy, marketing, product/service design and policy innovations

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

Apply. Adopt methods from behavioural science, systems thinking and design in your tools to solve challenges

Toolkit. Get your Behavioural by Design toolkit

Who is this for? >> Senior leaders/Change managers >> Product/Service/Experience designers >> Policy advisors >> Marketing, communications and behaviour change teams >> Research & insight teams >> Agile coaches >> People leaders



Course Outline.



1 x Full-day workshop

9am to 10:30am

Module I. Behavioural Science Foundation

Understanding how we make decisions, mental shortcuts and biases using models, frameworks and case-studies

11am to 12:00pm

Module II. Mindset of Behavioural Design

Applying behavioural design within a process that embraces uncertainty, experimentation and reflection

1:00pm to 2:30pm

Module III. Behaviour Change Toolkit

Get familiar with tools including the 24 PATHWAYS for behaviour change and 5 STEPS to behavioural innovation

3:00pm to 4:30pm

Learn by Doing

Implement your tools for a policy, communications or human-centred design challenge to gain practice

Course provided in partnership with Kāpuhipuhi Wellington Uni-Professional

Get information - www.behaviouralbydesign.com/masterclass