



Behavioural Science in Practice Workshop

3 Day Executive Programme

Whether you need to improve employee engagement, encourage changes in behaviour of consumers, co-workers, or clients, or generate improved commercial returns — the ability to effectively, efficiently, and ethically influence people's behaviour will allow you to better achieve your business objectives and positively impact the bottom line.

But as organisations come to realise the impact behavioural science can make, two challenges emerge: Which of the myriad of behavioural science tools and insights will be the most useful? And how can they be used in meaningful and applicable ways to deliver measured returns on investment?

The Behavioural Science in Practice programme equips executives with a deep understanding of behavioural science for business and the tools to implement and measure its impact, using INFLUENCE AT WORK's proprietary Full Cycle Approach to Applying Behavioural Science™.

You will be learning from some of the most noted experts, and best-selling authors who are leaders not just in the theory of behavioural science, but also in its practice. We will work with you to tailor the course to use examples that are relevant to your organisation and business to enable you to get the most out of the programme.

About the Full Cycle Approach to Applying Behavioural Science™

The Full Cycle Approach to Applying Behavioural Science™ is a behaviour change model that sets out the specific steps organisations should undertake to benefit from leveraging behavioural science in meaningful and sustainable ways. Organisations who adopt the seven key steps outlined in this model, supported by strong leadership and only modest resources, can quickly profit from what is increasingly becoming known as the 'behavioural revolution'.

Outline Agenda

DAY 1	DAY 2	DAY 3
<ul style="list-style-type: none"> • Introduction, Programme Goals and Overview • Behavioural Science 101 • Introduction to the Full Cycle Behaviour Change Model • Engines of Change • If it's all about Behaviour, then what is Behaviour? 	<ul style="list-style-type: none"> • Behavioural Science #1 – Social Aspects (Six Principles) • Behavioural Science #2 – Economic Aspects • Behavioural Science #3 – Environmental Aspects • Returning to the Full Cycle Model • Test & Learn • A Real-world Case Study 	<ul style="list-style-type: none"> • Case Study reports • Applying the Full Cycle Approach to the organisation's own challenges – Action Learning Groups • Programme Conclusion

