



Behavioural Design program 2022

THE TRAINING THAT WILL CHANGE YOUR LIFE.

Overview



We often debate about the difference between perception and reality. About consumer decisions that don't make sense. As it turns out, human behaviour is determined mostly by our *unconscious mind*. Yet, a typical manager keeps designing products and communications, assuming that people are rational creatures.

Behavioural Design program will let you see human nature like never before and provide you with tools to transform your business and change your life.

It is a program that aims to teach you the most effective Behavioural Economics heuristics, along with a practical framework that you can apply and increase influence, persuasion, conversions, customer experience, productivity and business results.

Deep dive into the minds of your customers and design solutions that will change behaviours for good.



Who should take this program?

Behavioural Design is ideal for those who want to influence people's decisions, and especially for anyone interested in sales, marketing, product design and/or managing people. This looks like:

- ✓ **Product, Brand and Trade marketing managers**
- ✓ **Business Development / Sales managers**
- ✓ **CX and UX/UI managers**
- ✓ **Research managers**

No previous experience in behavioural sciences or design is necessary. However, the greater your business experience and influence to business decisions, the more you will benefit from this program.

Companies who have attended this program



Basic program

4 Live sessions over zoom + Free Access to relevant Online courses

SESSION 01	Introduction to Behavioural Design Deep dive into neuroscience insights and see how we make decisions.	Mar 2022
SESSION 02	Decrease Friction Map the Context and face Uncertainty, Choice overload and other frictions.	Mar 2022
SESSION 03	Design Change (part 1) Explore Cues, Instinct and Ability	Apr 2022
SESSION 04	Design Change (part 2) Explore Urgency, Gains and Encouragement	Apr 2022

Sessions will be held in zoom and last approximately 4 hours each. Participants from the same organisation (Teams) will be able to work on their own business case with absolute confidentiality in break-out rooms, making the program not only a training session but also a workshop with concrete value for the business. Individual participants will work for an NGO of their preference.

	Solo	Team (3-5 individuals)
Basic program fee per individual	€1,090	€690
Early bird until Dec 2021	€890	€490



Key benefits

Upon completion of the Basic program, you will:

- ✓ **Have clear understanding of how we think, remember, decide and buy.**
- ✓ **Be aware of the most effective heuristics/tricks from Behavioural and Neurosciences.**
- ✓ **Know how to use the Behavioural Design framework and change any behaviour.**
- ✓ **Be a Behavioural Designer with a certificate!**
- ✓ **Unlock and be able to attend any of the Advanced courses.**

In case you fail to attend any of the 4 live sessions, you will be able to recap through online courses and recordings.

“It was an exceptional training, combining theory with practical examples. Hands-on, fun to do, mind opening and mind challenging. An awesome experience.”

Marketing & Communications Director
AB Vassilopoulos (Ahold Delhaize)

“It was the most effective training during my 10 years in P&G.”

Head of Consumer Market Knowledge
Procter & Gamble Morocco



+ Advanced courses

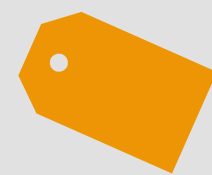
Available only after successful completion of Basic program.



Build stronger Brands

Learn how to get noticed, remembered and selected more often.

May 2022



Influence Price perception

Learn how to offer more with less.

May 2022



Elevate Customer Experience

Learn how to make people happier with your service.

Jun 2022

These courses will also be held in zoom and last approximately 4 hours each. Participants from the same organisation (Teams) will be able to work on their own business case with absolute confidentiality in break-out rooms, making the program not only a training session but also a workshop with concrete value for the business. Individual participants can work for an NGO of their preference.

	Solo	Team (3-5 individuals)
Cost per course per individual	€380	€240





**Need something custom for your team?
We do that.**

Contact us at **+302107243001** or **academy@braincandy.gr**