

Unlock the Superpowers of Behavioural Psychology

A look inside the Behavioural Design Academy



Welcome!

We're so excited you're interested in the Behavioural Design Academy!

Our mission is to help you realize your ideas and make the impact you'd like to make in your work, with your own business, in your life or your living environment. We're pretty sure you have some great ideas that need to become a success: Since you've put your heart and soul into them. Or because the world simply needs them.

Whether you want to convince people, attract more clients, improve your sales, launch more effective campaigns, get people to cooperate with your plans or want to build a successful business, we're here to help you turn your ideas into a success.

The number one reason why sometimes even brilliant ideas fail is that they don't start at behaviour. We like to call it the missing layer. If you truly understand human behaviour and decision making, you'll be able to influence it predictably. And get the results you're pursuing.

After having successfully trained many business owners, people from non-profits, start-ups and commercial organizations to help them realize their ideas, ambitions, and dreams we hope we can help you unlock the power of behavioural psychology to do the same.

With the warmest regards and appreciation,

The BDA team



It's time to get up close and personal. Who are the people behind the BDA?



Tom De Bruyne
Founder/Teacher



Astrid Groenewegen
Founder/Teacher



Demmy Onink
Design Director



Mirelle Janssen
Customer Happiness

We are known from:



SCHOOL FOR
BUSINESS AND SOCIETY

So tell me, what is the Behavioural Design Academy?

The Behavioural Design Academy is two-day intensive training in a group of maximum 15 people, which is followed up by six months of digital learning to teach you the theory and skills to understand and influence behaviour that will help you turn your ideas into a success.

The training is a combination of high-end masterclasses, in which you're introduced to the essential theories of behavioural psychology, and workshops that hand you easy to use tools to translate this knowledge into practice right away. On top of this, we'll help you to create habits, so you'll keep successfully implementing your newly acquired skills even when we're not around with 6 months of follow-up learning.

You'll learn about research, ideation, prototyping, campaigning and convincing others of your ideas from a behavioural psychology point of view, to help make your ideas work and boost growth or change.

Learning by doing 100% actionable skills. We are an official educational institution, and you'll be certified in human-centered thinking after successfully completing the training.



But what exactly am I going to learn?

Whether you want to attract more clients, improve sales, launch more effective campaigns, or want people to embrace policies or organizational change, if you want to learn how to turn deep human understanding into desired behaviour, the BDA is the program for you. If you master the Behavioural Design Method™, you'll create a substantial uplift of the certainty that your strategies, ideas, plans, products, services or campaigns will be embraced by people. You'll learn the skills to use behavioural psychology to:

- *Gain deep insight into human psychology*
- *Understand how people make decisions and how to influence behaviour*
- *Reveal true human needs*
- *Discover profitable opportunities for business growth*
- *Create products and services people need and want*
- *Attract and persuade customers*
- *Adapt to fast changing markets and get a grip on changing consumers*
- *Unlock your own creativity using persuasion principles*
- *Supercharge your sales and marketing using science*
- *Get more people to use or buy your products and services*
- *Design more effective strategies and ideas that deliver human value*
- *Make your communication more persuasive*
- *Improve your customer journeys to create excitement*
- *Build valuable, lasting relationships with your customers*
- *Prototype your ideas fast to minimize your risk to fail big*
- *Convince people, win arguments and pitch your ideas to win*



Master 8 ground-breaking tools, 12 essential books, 7 years of insights, and 1 easy-to-apply method in just two days

“The ultimate power of the program and your model is that it makes the abundance of insights practically applicable in a cohesive and systematic way. It was the ultimate ‘connecting the dots’ experience. Both in knowledge and skills. And that is an enormous gain! Next to that I was really glad the tempo was quite high and the other students were experienced professionals too.”



Who is the BDA right for? Do I have to have a product or service or own a business even?

If you want to influence people or change minds, the BDA is right for you. Whether you're selling a product or service, have a brilliant new business idea that can't wait to bring to life, or you've been working on a policy or organizational change you need to be embraced. Whether you're an enthusiastic starter or an experienced serial entrepreneur, you're in it for the profit or more of a non-profit idealist: We'll teach you the skills to nudge people to desired behaviour. Could be sales, could be donations, recommendations, store or website visits or people making better choices.



What do our students have to say?

We're very proud to tell you we've already got a large number of BDA graduates. We always ask our students for their honest feedback during and after the program. You can read their reviews on our website. We hope it will give you first-hand insight in the happiness rating, but especially the power of our program to make ideas and businesses come to life. Did you know we got an average satisfaction rating of 9,2 out of 10?

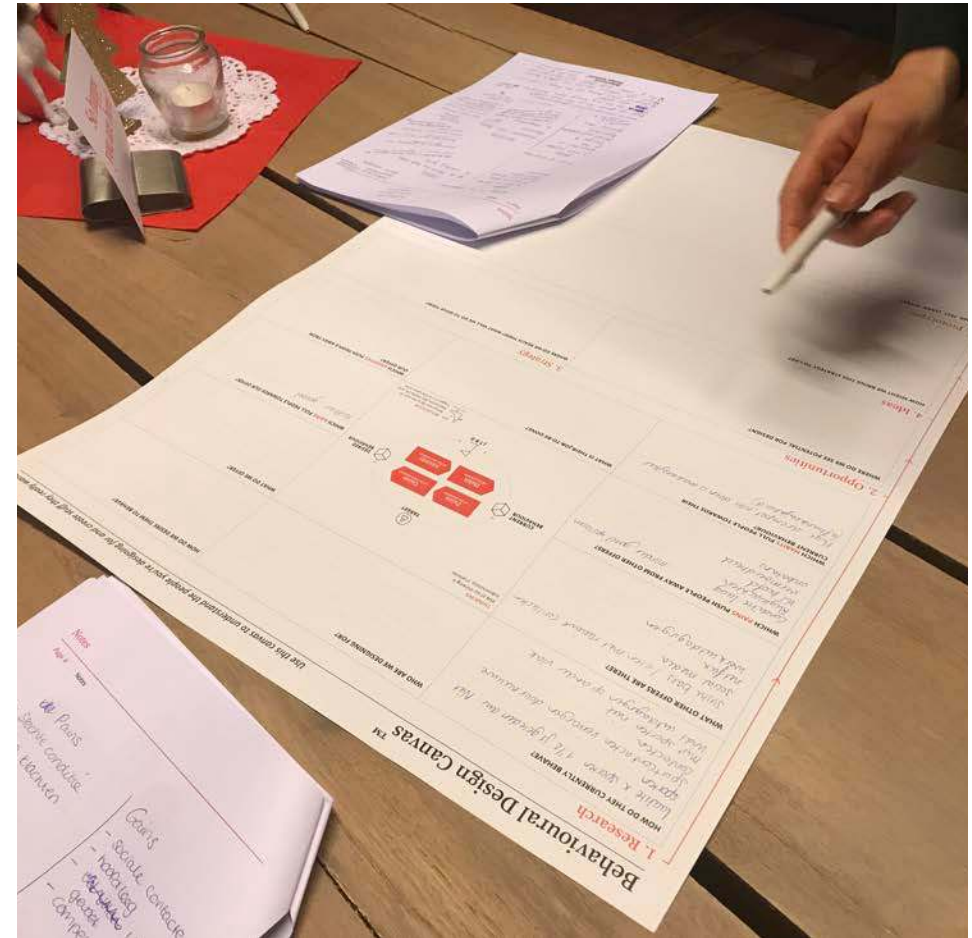
How am I going to learn?

The Behavioural Design Academy is a genuinely transformative experience. It's action-oriented and intense.

If you Google you can find loads of information on behavioural psychology. The real value of our program lies in the skills and capabilities you'll develop so you can apply knowledge in practice. It will completely change your view and approach on how to turn your ideas into a success.

We'll teach you this by a combination of high-end master classes that are coupled with interactive work sessions. After the two-day program, we'll provide you each week with downloadable tools, cheat sheets and advanced training resources to accelerate your learning in our Continuous Learning Program that will run for six months via email. It's this mix of live and digital education that will make sure you'll internalize and really use the skills you will learn.

Our commitment is teaching you how to unlock the superpowers of behavioural psychology in real life. No theories you'll forget or that are just fascinating, but we'll help you develop the habits to keep on applying what we've taught you during the two days, even when we're not around.



“I liked the mix of theory and practice and the meaningful conversations with peers and teachers in a relaxed atmosphere.”

Module 1: The Foundation

“Behavioural Design Academy gave me a theoretical framework to prove me right and, more often, to prove my assumptions very wrong.”

KNOWLEDGE & SKILLS

Introduction into the key concepts of behavioural design

master class

WORK SESSION

Understanding the value of behavioural design

master class

WORK SESSION

How our brain works, thinking fast and slow

master class

WORK SESSION

How to add true value for people, job to be done

master class

WORK SESSION

How to influence behaviour, Influence Framework™

master class

WORK SESSION

MATERIALS

JOB-TO-BE-DONE
TEMPLATE

downloadable tool

INFLUENCE
FRAMEWORK™

downloadable tool

COGNITIVE
BIASES CHECKLIST

downloadable tool

BOOK SUMMARIES
VIDEO LIST

advanced learning

ESSENTIAL READ &
WATCH LIST

advanced learning

Module 1: The Foundation

Introduction to behavioural design

Every truly transformative learning experience is built on a strong foundation. In this module, we'll start by teaching you the fundamentals you'll need to master to become a successful behavioural designer. We'll start by giving you some clarification of the buzzwords you're surrounded with right now, like design thinking, human-centered thinking and behavioural design. So, you won't be puzzled by that anymore, and you'll be in the know.

Understanding the value of behavioural design

Next, we'll reveal the importance of behavioural design in the world. We'll show you the impact it can make and how you can make this impact too. We'll illustrate this with real-life examples.

How our brain works

We'll continue this module with teaching you the fundamental need-to-knows of the science of human psychology. What are the breakthrough insights in this field? What do you need to know about human decision-making? Which forces influence human behaviour? How can you reveal those forces and how can you make them work for you? Why do people do things or don't do things? How can you spot opportunities that help you come up with ideas or products that people want to embrace?

How to add true human value

You'll gain a deep understanding of human psychology, and you'll be able to spot a behavioural design problem and opportunity in every challenge you have to solve.

How to influence behaviour

Finally, we'll bring this together in a very practical tool that we've developed, called the Influence Framework™ - that will connect the dots of the acquired insights in a very logical and practical way. And you'll learn how to work with the model in an interactive work session. So, you'll learn by doing right from the start.



COMPETENCES

- I understand the key concepts of behavioural design**
- I am able to spot a behavioural design problem in every challenge I'm trying to solve, revealing new opportunities**
- I understand how humans make decisions**
- I am able to identify the forces that influence behaviour**

Module 2: Research

“It exceeded my expectations, because I took a leap into another world. I feel in love with the problem.”

KNOWLEDGE & SKILLS

How to overcome barriers when interviewing

master class

WORK SESSION

How to make an interview script that researches behaviour

master class

WORK SESSION

How to unlock powerful behavioural insights

master class

WORK SESSION

How to spot valuable business opportunities

master class

WORK SESSION

How to select the best opportunities

master class

WORK SESSION

MATERIALS

BEHAVIOURAL DESIGN CANVAS™

downloadable tool

WHY FORM

downloadable tool

HEURISTICS CHECKLIST

downloadable tool

INTERVIEW BIBLE & INTERVIEW TOOL

downloadable tool

ESSENTIAL READ & WATCH LIST

advanced learning

Module 2: Research

The first step of The Behavioural Design Method™

In this module, we'll deep dive into the first step of The Behavioural Design Method™: Research. There's no strong idea that doesn't start with a strong insight, but the problem is that most research doesn't come up with groundbreaking insights or even insights that are in any way truly meaningful. That's because most research doesn't start at behaviour or is researching the wrong behaviour.

Why you need a different kind of research

People are filled with good intentions and will tell you in research that they'll do something – like using your product or complying with your policy – but in practice, they'll end up not doing it. Proper behavioural research – or we even prefer calling it behavioural analysis – can save you expensive and timely mistakes and will give you true insights that will lead to predictable behaviour.

How to research behaviour

In this module, we'll teach you how you can properly research behaviour. To be exact: how to study past behaviour, the only truth out there, as this happened. We'll start by showing you which barriers people may have in interviewing; we'll teach you interview-techniques, we'll give you tips and pointers on how to set-up an efficient interview script and then you'll put it in practice in an interactive work session.

How to find valuable, novel insights

Insights are pretty worthless if you a) analyse them wrongly and b) not use them properly (or at all for that fact: how often are research reports not truly used in strategy or idea development). A key pillar of the success of our Behavioural Design Method™ is that the different phases – research/ideation/prototyping – are intertwined and therefore build upon each other.

The Behavioural Design Canvas™

We'll end this module with a practical tool again: The Behavioural Design Canvas™. We'll teach you how to map interview insights on the canvas and to define opportunities that will lead to desirable behaviour. Again you practice with this tool, so you'll know how to use it when we're not around.



COMPETENCES

I know why and how to research behaviour

I am able to write an interview script to research real behaviour and not good intentions

I am able to conduct a qualitative interview

I am able to spot and select valuable opportunities

Module 3: Ideation

“The BDA disrupts the generally established ideas about marketing and communication completely, and replaces them by substantiated alternative ideas that you can apply directly.”

KNOWLEDGE & SKILLS

How to come up with ideas that change behaviour

master class

WORK SESSION

Influence behaviour I: Triggers

master class

WORK SESSION

Influence behaviour II: Ability

master class

WORK SESSION

Influence behaviour III: Motivation

master class

WORK SESSION

How to create a strategy to influence behaviour

master class

WORK SESSION

MATERIALS

FLOW MODEL™

downloadable tool

ABILITY CHEAT SHEET

downloadable tool

MOTIVATION CHEAT SHEET

downloadable tool

BEHAVIOURAL IDEAS TEMPLATE™

advanced learning

ESSENTIAL READ & WATCH LIST

advanced learning

Module 3: Ideation

Unlocking creativity

With this module, we'll guide you through the second step of The Behavioural Design Method™: Ideation. We'll first tackle a much-asked question: Isn't creativity something creatives or creative people or agency people or people in marketing or communications do? Yes, is the answer. But with the right behavioural tools, techniques and insights, creativity can come from anyone. So, be ready: this module will help you unleash your creativity.

The Behavior Model of BJ Fogg

In the Research module, you'll have acquired the behavioural insights needed and now is the time we'll teach you the behavioural design tools and techniques to come up with ideas that will change behaviour. You'll be introduced to the very elegant and the easy-to-use Behavior Model of BJ Fogg. We'll teach you about motivation, ability and triggers.

Boosting creativity with behavioural techniques

We'll also teach you a technique that will make sure the best creativity comes out of a diverse group. You'll start practicing with this tool right away in your work session, creating ideas for the behavioural design challenge you'll be working on during the two days. You'll be amazed by the quantity and quality of the ideas you'll come up with within the limited time available. Whether you're already a creative or a creative newbie: We'll rock your world on creativity.

Getting from idea to conversion

Ideas are one thing, but getting them to the right people and getting them excited about them is another. We'll end this module by teaching you our Flow Model™. With this model, you'll know how to set up a smart campaign that leads to the desired behaviour, and you'll know how to create working strategies. It helps you converting strangers to visitors, visitors to contacts, contacts to users and users to ambassadors. This model gives you a very clear and straightforward overview of how to set up a conversion path to the behaviour you're looking for. Therefore, the model is also very valuable for internal or public campaigns. It shows how you should build up your messaging to make them useful. We'll end this module by an interactive workshop. You'll be playing around with the Flow Model™ and apply it to the course case.



COMPETENCES

I can come up with ideas that can change behaviour

I understand how you can unlock creativity using the Behavior Model and persuasion principles

I know how to set up a (campaign) strategy that converts

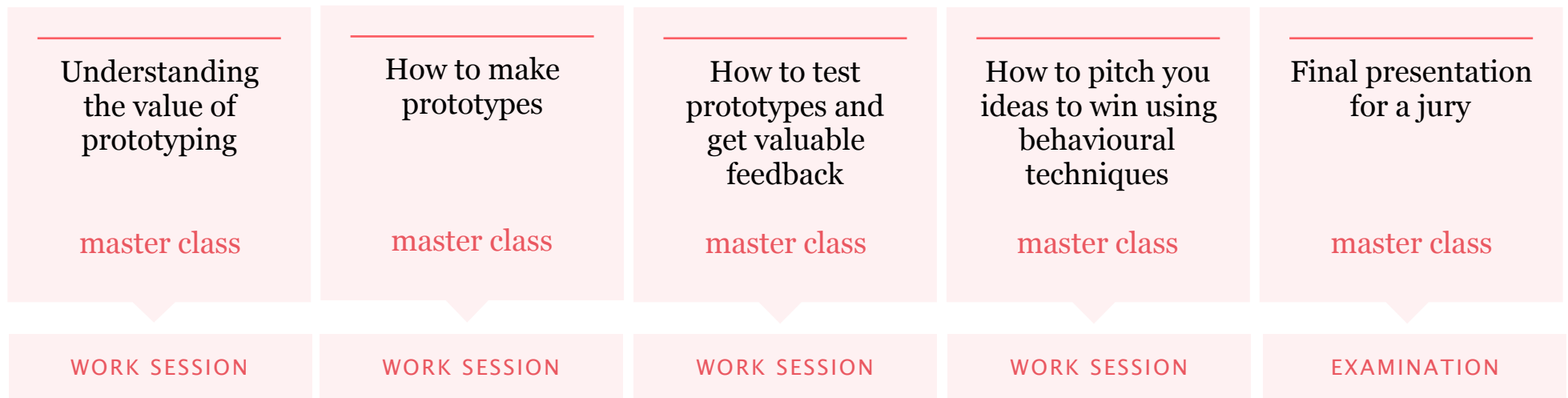
I know how to excite users and build relationships

Module 4: Prototyping

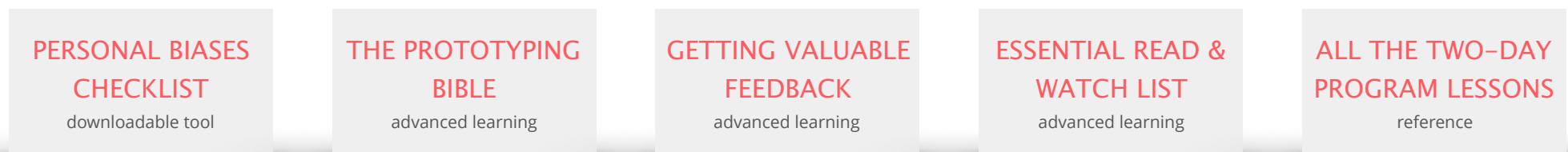
“BDA just raised the bar for all other academies. Insightful, practical, professional and great experts.”



KNOWLEDGE & SKILLS & EXAMINATION



MATERIALS



Module 4: Prototyping

Minimizing your risk to fail big

In this final module, we reach the final step of The Behavioural Design Method™: Prototyping. We'll start off by explaining to you how prototyping beats predicting and planning and will help you to minimise your risks to fail big. We'll not only explain you about the importance of prototyping, but we'll also show you what prototypes are and how to make them. In an interactive workshop, you'll start making prototypes for the ideas you and your team came up with in the Ideation module.

Test, learn, improve, succeed

We then move into a work session that will bring the whole Behavioural Design Method™ together so that you can experience the magic of the model working as a whole. You'll bring the skills you acquired in the Research module into practice: you'll be testing your ideas via prototypes by interviewing your peers; you'll get feedback (using your skills from the Research module to spot new behavioural insights); you'll use them in the second round of Ideation (using the skills you acquired in the Ideation module to improve your ideas and their flow), and you'll again test improved prototypes (using the skills you learned in the Prototyping module to come to a working strategy).

Win arguments, convince people, pitch to win

Next up in this module will be teaching you how you can use behavioural psychology to convince other people of your working strategies and ideas.

How to set-up the ultimate 5 minute pitch

We'll hand you our Behavioural Bias Overview™, which gives you a very hands-on tool to pitch your ideas to win. And we'll teach you how to set-up the ultimate 5-minute pitch.

Examination and graduation

You'll be getting an official certificate when finishing the two-day program. But you'll have to do an examination. You'll be asked to hold a 5-minute pitch with your team to convince a jury and your fellow students of your solution for the behavioural design challenge you've been working on during the two days of the program. We'll end this module with an official graduation and graduation drink. Did you know that if you're a NIMA student, you'll get accredited 15 points?



COMPETENCES

I can test, analyze and improve ideas and strategies at an early stage

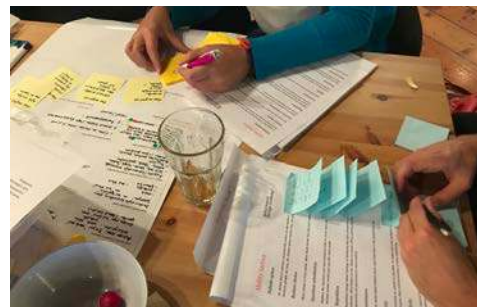
I can convince others of my working ideas and strategies

I know how to use behavioural tactics to convince people

I know how to do a killer 5-minute pitch

A quick impression of our academy

We can keep on talking about the Behavioural Design Academy, but sometimes pictures tell more than a thousand words. Here is an impression of the two-day program.



Is this an official education and do I get a certificate?

Yes, we're an official educational institution acknowledged by the CRKBO, which is the Dutch Organization for Short-Term Business Education. To get this accreditation, we were evaluated on a quality code covering our curriculum, our method of teaching and our general conditions. All to make sure that you as a student are guaranteed the best level of education.

We're also one of the highest accredited courses of NIMA (The Dutch Marketing Association). You'll receive 15 NIMA points after completing the program.

“The BDA disrupts the generally established ideas about marketing and communication completely, and replaces them by substantiated alternative ideas that you can apply directly.”



Some frequently asked questions

Here you'll find the answer to some FAQs. Haven't found what you're looking for?
Please make sure to check out www.behaviouraldesignacademy.com/faqs

Where's the Academy located?

The program is held in the city centre of Amsterdam. We're actually in one of the most atmospheric buildings of the former Dutch West Indie Company: old beams, wooden floors and all. It will make you feel right at home. We're a 10/15-minute walk from Amsterdam Central Station, a paid covered parking garage is located at a 10-minute walking distance, and if you come by car, you'll be out of the city in 10 minutes.

Who is the Behavioural Design Academy for?

We've had people join from a lot of different industries: From politicians to health coaches, from advertisers to HR specialists, from dentists to consultants and much more. Regardless of your industry, if your job is in any way to connect with people and get them to do something, The Behavioural Design Academy is where you'll learn how to do this in an effective way using behavioural psychology.

How is it different than other courses?

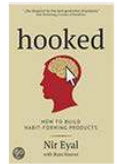
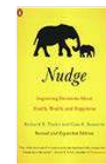
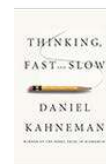
You'll learn the 'how', not just the 'what'. To us, the most valuable of the BDA is that you'll acquire 1) knowledge that is truly transformative, but also 2) skills and tools to ensure you can apply this breakthrough thinking in practice. Not just listening to keynotes, but 100% actionable skills.

What is the Behavioural Design Academy like?

The Behavioural Design Academy is a truly transformative experience. It's action oriented and intense. If you Google you can find loads of information on behavioural psychology. The real value lies in the skills and the capabilities you'll develop that you can apply in practice and which will completely change your view and approach on how to turn your ideas into a success.

How much time commitment does it take?

The Academy is spread over two days of 9 hours. We start at 9 AM in the morning and finish at 6 PM. We have a graduation drink on Saturday, but it's totally up to you if you'd like to participate. You don't have to do any home assignments. We know how hard it is to commit to home duties next to your regular day job or family life. To make sure you'll succeed, we have integrated the practical work into the two course days.



What's the investment for the program?

The tuition fee is € 1.490 excluding VAT* if you pay in full. You can take advantage of our payment plan to pay in five equal payment terms.

The Behavioural Design Academy is an investment for anyone seriously committed to growth. It's a commitment of time, energy and money. That's part of why it works. It also ensures you'll be surrounded by fellow committed, like-minded students. Who have the same ambitious, forward thinking mentality and have enrolled to really acquire new knowledge and be in a learning environment with peers.

* If you are an organization that is exempted from VAT, we've a special fee arrangement. Please contact us and we'll inform you about the details.



What's included in the fee?



Training

Two days of live master classes and 6 months of digital learning. This mixed learning formula will boost the success rate of your new skills mastery.



Tools

All course presentations, materials and tools for you to download and use as many times as you like, accessible 24/7 and updated regularly.



Alumni extra's

Access to the exclusive online alumni community and to Refreshment Days to keep the learning and contact with like-minded peers going.



Certification

You'll receive a certificate of recognition as Behavioural Designer, worth 15 NIMA points,



Happiness

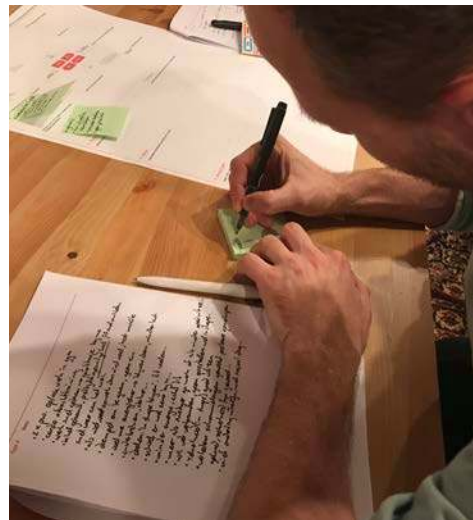
Breakfast, snacks, lunch, graduation drink, help with finding a hotel, Amsterdam insider tips, it's all included.



Discounts

Foundation Course alumni get access to discounted alumni fees for all other BDA master classes and events.

A look inside the Academy



What kind of support do I get?

Once you join the program, you'll get access to our tender, love and care support set-up. This is how we'll help you succeed even after the two course days.



Lesson support

You'll get all the course presentation materials and tools to review, refresh and reuse in your own time.



Practical support

You'll get cheat sheets and downloadable tools that will help you put your knowledge into practice on a daily basis.



Community support

You'll be invited to the exclusive Behavioural Design Academy alumni community to keep the conversation going and stimulate peer-to-peer learning.



Growth support

You'll get access to alumni exclusive discount fees for our expert programs and deep-dive master classes that offer further specialization and advanced learning. Coming soon.



Learning support

We'll keep inspiring, educating and challenging you in our 6 month Continuous Learning program by email.



Team BDA support

You've got access to our customer happiness team via email or phone, five days a week, 8 hours a day who are there to answer any questions.

Is the program really right for me?

If you need some more assurance you're making the right choice in joining the Behavioural Design Academy, please take a look at the following: www.behaviouraldesignacademy.com/reviews or take a look at section two of www.behaviouraldesignacademy.com/faqs

This program is right for you if you want to:

- ✓ Learn what human-centered means and what it can return on your investments
- ✓ Learn how you can get people to truly act upon your ideas or plans and not just gain awareness of them
- ✓ Increase your impact & relevancy with human-first strategies ideas and campaigns
- ✓ Grasp the skills of digital disrupters
- ✓ Gain a competitive advantage other than by technological innovation
- ✓ Make your marketing & communication persuasive
- ✓ Create irresistible products, services or policies
- ✓ Increase your sales & optimize your conversions and success rates
- ✓ Get truly excited customers/citizens
- ✓ Unleash your own creativity
- ✓ Nudge people's decision making and choices
- ✓ Validate ideas and strategies before spending all your money

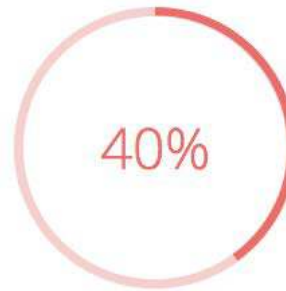
This program is not right for you if you want to:

- ✓ Boost your technological knowledge
- ✓ Get theoretical knowledge only, not learning by doing
- ✓ Be primarily brand focussed and not human focused
- ✓ Avoid transforming knowledge that challenge paradigms



What kind of people join the Academy?

People who join are all experienced like-minded professionals who have to influence people in one way or the other, but all feel their missing link to succeed is gaining a deep understanding of human psychology and behaviour. We've had marketers join who want to convince clients of their products. HR managers who need people to embrace change. Entrepreneurs who have to convince investors. Governmental advisors who need people to follow policies.



CORPORATES



AGENCIES

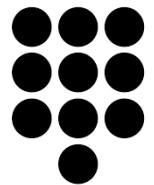


ENTREPRENEURS



GOVERNMENT & NON-PROFIT

Some of the organisations our students are from



talpa



Editions of the Foundation Program

Open Edition

Want to master the fundamentals of behavioural psychology in a mix of professionals from different industries?

THIS EDITION IS RIGHT FOR YOU!

In-Company Edition

Want to train your team or company in behavioural psychology while working on a company business case?

THIS EDITION IS RIGHT FOR YOU!

WHAT'S DIFFERENT HERE:

- Students from one company
- Working on a company case
- Example cases tailored to industry
- Possibility to teach at own location
- Three different tailor-made programs

More info about both editions can be found on our website www.behaviouraldesignacademy.com

WHAT'S THE SAME FOR ALL:

- two days -

Master Classes & Workshops

In a combination of high-end master classes and interactive workshops, you'll learn how human decision making works and how you can translate this knowledge into working strategies and ideas.

- six months -

Continuous Learning

This is followed-up by six months of digital training. Every week you'll receive a new lesson in your email with mini master classes, new tools or practical tips that will deepen and advance your skills and knowledge.

PS...We're your perfect excuse for a trip to Amsterdam

We'll give you the best insider tips of Amsterdam, so you can experience it as a local. We can also help you finding a hotel.



What's next after the Foundation Program?

After you've successfully finished the Foundation Program, you can join our specialized master classes, expert programs and events with an alumni discount. They're coming soon.

Persuasive Copywriting

Learn to use behavioural psychology principles to write compelling copy no one can resist.

Creating Irresistible Ideas

Learn to come up with ideas that change minds and nudge behaviour and how to pick the right ideas.

Winning Debating and Politics

Learn to shape public opinions and win debates using framing techniques that winning leaders use.

Boosting innovation in people

This two-day program will turn you into an innovator; you'll learn how to come up with novel ideas and how to make them work.

Building a replicable talent organization

Learn how behavioural science can help you build an organization that attracts the best talent and makes them thrive.

Habits for a successful life

Learn to build habits that will help you live a more healthy, productive and happy life. Turn good intentions into action using behavioural science.

This is an investment in you

We sincerely hope you'll decide to follow the BDA. It will be an investment in you. Not only will it fast-track your growth, but it will save you months of reading, self-experimenting and studying in extended programs.

You'll acquire behavioural psychology know-how needed to jumpstart success in your work, but you'll see you will also start applying it to yourself. The knowledge you'll gain can improve your personal life and living environment too. That makes what you'll learn priceless, and so much more than we can describe in our curriculum. You'll gain control of the superpowers of behavioural psychology. And make them work for you, in more than one way.

And in the end, self-development leads to business development.

We hope to see you at the Behavioural Design Academy. On behalf of ourselves and our team, we would consider it an honor and privilege to be working with you.

Tom and Astrid



If you'd like to enroll in the program, please visit behaviouraldesignacademy.com. You'll find an overview of the upcoming program dates and we'll be able to book a spot right away. We've limited access available to every edition, so don't miss out!



| Behavioural Design Academy

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