



# How to convince your boss

*Seven persuasion tactics to join Behavioural Design Academy*

# Hi!

Behavioural psychology is such an exciting field of science. The more I get to learn about it, the more I can see how it can be applied to solve the wicked problems of the world. Or, on a more personal level, how it is the missing piece of the puzzle to make your own life happier, healthier, more creative and productive. It is fascinating stuff!

Our mantra is 'Understand Behaviour. Be Successful'. The more you know about how the human brain works. The more you become to understand that behavioural psychology is indeed the missing layer to turn your ideas or your personal goals into a success. If you know how the mind works, you can influence it.

And that brings us to this document. We know from a lot of our former students that they wanted to join SUE | Behavioural Design Academy, but they first had to convince their boss or manager. Well, to us, that's just another behavioural design challenge. That's why we made this free download. To help you apply seven behavioural psychology techniques to influence your boss. As a nice side-effect, it also already gives you a sneak peek into how behavioural psychology can help you change minds and nudge behaviour. I wish you the best of luck applying the principles!



*Astrid Groenewegen*

CO-FOUNDER SUE | BEHAVIOURAL DESIGN ACADEMY

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**Loss Aversion:** Every organisation is nowadays transforming into becoming radically customer-centred. You don't want to miss out on the competitive advantage as a company to have a certified behavioural designer on the team, who actually understands human decision making and has mastered a practical method to transform this knowledge into everyday work practice. And it would be such a waste to not build upon the investment of the Fundamentals Course in which I learned a method to add Behavioural Design in our projects, but in the Advanced Course the focus will be how to implement it in our organisation. It's the second side of the coin.

**Framing:** We bundled ten years of research, dozens of books and hundreds of research papers and slide decks into just two-days of masterclasses. We did all the exploration and shifting for you on what matters and what doesn't. Instead of your boss having to invest in long-term educational programs, you get it done in just two days. It will save you (and him) two years of delving into the subject, not even to mention the additional educational course investments he'll need not make. But foremost this is not just a course. This really interests me a lot, and is something that keeps me developing and growing. Adding this to my expertise will keep me motivated.

**Authority:** SUE | Behavioural Design Academy is an official educational institute registered by the Dutch Institute of Short-Term Education (CRBKO) and is one of the highest accredited course of the Dutch Marketing Association. The course is taught by 100% practitioners with over 20 years of work experience who are a.o. known from TED and Erasmus University Business School.

**Social Proof:** We've trained over 1.500 professionals of organisations from over 35 countries such as UNHCR, Rabobank, ING, ABN AMRO, Dutch Liberal Party, Adidas, Randstad, Randstad, T-Mobile, BBDO, DDB, eBay, and many more. They score us an average satisfaction rating of 9,2 out of 10.

**Scarcity:** The course is exclusive and for Fundamentals Course graduates. Only 12 spots per edition are open for application. The group is kept small on purpose to ensure a maximum learning curve, and to make sure participants get extra value from the interaction with high-quality peers in the course. Spots run out fast. On average after one week of opening up an edition, 80% of the spots are already taken.

**Anchoring:** You can pay the fee over the course of five months. In which case the Behavioural Design Academy will only cost about a day of work a month, or your boss only has to make an investment of 698 euros for just five months to make you a frontrunner in your business.

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**Reciprocity:** Your boss is very familiar with this situation. An employee will come up to him/her with the request to expand knowledge and or network. Often that employee visits one or two big (expensive) seminars. During these conferences, the employee enriches him/herself for a few days, but one week later, they forgot what they did there and go on with their daily way of working. SUE | Behavioural Design Academy comes with a lot of bonuses. They believe skills aren't acquired in just two days but should be internalised and trained. In the fee, Refreshment Days are organised. Graduates are also made part of an exclusive alumni group to keep the conversation and education going and stimulate peer-to-peer learning. To top things off, alumni get substantial reductions on events of SUE | Behavioural Design Academy. So, your boss doesn't spend the fee for this two month program, but your lifetime learning.

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*"I wasn't disappointed. During the training, my eyes opened up. Theoretical and interactive sessions on human behaviour created a new way of thinking and created a feeling that the possibilities of this knowledge are unlimited. Don't expect to be an expert. But you'll feel and see the potential. We're now 3 weeks after the seminar and I'm still learning new things, but more important: how to effectively change behaviour, instead of thinking I cannot do it. I now do the research myself, which I almost never did. I use the Behavioural Design Framework to influence behaviour."*

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[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)

[hello@suebehaviouraldesign.com](mailto:hello@suebehaviouraldesign.com)

+31 (20) 223 46 26

# Letter to your boss

Sometimes it is that one email that wins your boss over to send you to SUE | Behavioural Design Academy. So, here's a little help getting your boss across the line. Just copy and paste and adjust where needed. Hope to see you soon at our Academy! All the best!

**Subject:** Behavioural Design Academy, why I should join

Hi [insert name manager],

I know that you're very busy and get a lot of emails, so I won't take up too much of your time. I would love to enrol in **SUE | Behavioural Design Academy**. We put so much energy in trying to influence the behaviour of our [clients/employees/citizens/other]. To get them to [buy/click/try/recommend/embrace] our [products/services/policies/other].

In this training, I will learn **how to shape minds and influence behaviour** unlocking the scientifically proven methods of behavioural psychology, but foremost I will learn how to apply this into our projects. In short, it will help us turn our strategies and ideas into success. And it will make our customer-centric thinking work.

The principal subject of this training is INFLUENCE from a behavioural economics point of view. I genuinely believe the science of influence is a missing layer in our work. We could have far more control over desired outcomes if we know how people make decisions and how to influence them. And isn't that what our primary task is in the end: To steer the decisions and behaviour of our target group into the desired direction?

Some things worth considering:

- The groundbreaking know-how in behavioural science will be shared, but it will be made very practical. I will master a method and tools that I can start applying right away when I come back. And I will enrol in a two-month program in which I will be working on my challenge. So, the training will add value for our organisation right away: I will come out of the training with a validated strategy or ideas.
- Senior practitioners teach the training. The training institution (SUE) doesn't only teach the SUE | Behavioural Design Method™. They also apply it themselves for organisations such as UNHCR, Adidas, eBay, ABN AMRO, BBDO, Amnesty International, and Orange. Just to name a few. They practice what they preach and the other way around.
- They've trained over 1.500 professionals from over 35 countries and get a 9,2 rating out of 10. There are raving testimonials online that you can check out on their website (also from our line of work!).
- It is our chance to learn from the frontrunners in the business. And master the knowledge our competition already has. Or is still lacking, giving us a competitive advantage.
- It's just four days in Amsterdam, so it won't take up too much of my time.
- The knowledge and tools I will learn, I can then share with colleagues. More insight into the workings of influence can help us gain control over successful outcomes. And we will understand how to become genuinely client-focused.

To summarise I think that sending me to SUE | Behavioural Design Academy really can advance our organisation. I would love to hear what your thoughts are.