

# Summer Course Program

Especially designed for Fundamentals Course graduates who want to advance their Behavioural Design Skills. After this course you know how to set-up a Behavioural Design project, you can do behavioural interviews and analysis with confidence, you can initiate or lead the behavioural transformation of your organisation and help teams or colleagues to inject Behavioural Design into projects.

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## TRAINING DAY 1 (9.00 - 17.00 HRS)

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### **I. ADVANCING IN THE BEHAVIOURAL DESIGN METHOD**

We will really take a deep-dive into the SUE | Influence Framework and the BJ Fogg Model. We will be applying them to real world behavioural challenges: we will take a look at how to design team behaviour, customer behaviour, citizen behaviour, and your own behaviour.

### **II. WORKSHOP: DESIGN YOUR OWN GOOD LIFE HABITS**

Bonus: "Fuck it, Let's do it". A workshop to design your own good life habits" using Behavioural Design. Next level personal coaching, see how you can use your know-how of behavioural psychology to design your own life and learn the secret of happiness.

### **III. WELCOME DINNER**

You'll be part of a group of like-minded professionals that all have successfully finished the Behavioural Design Fundamentals Courses and want to take their Behavioural Design skills to the next level. The Summer Course is extra special because you will get to know peers that you can learn from with whom and in the future can keep in touch. No better time to get to know each other in an informal setting. That's why we'll finish the first day with a dinner in Hemelse Modder, one of the best restaurants in the neighborhood. Our treat.

## TRAINING DAY 2 (9.00 - 17.00 HRS)

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### IV. INTERVIEWING FOR BEHAVIOURAL CHANGE

We will really advance your interviewing skills. In the Fundamentals you got a first taste of how to interview for behavioural change but now we teach you the truly practical skills. You will master how to:

- Do a kickoff
- Select respondents
- Build an interview script
- Ask great questions
- Deal with difficult interviewees

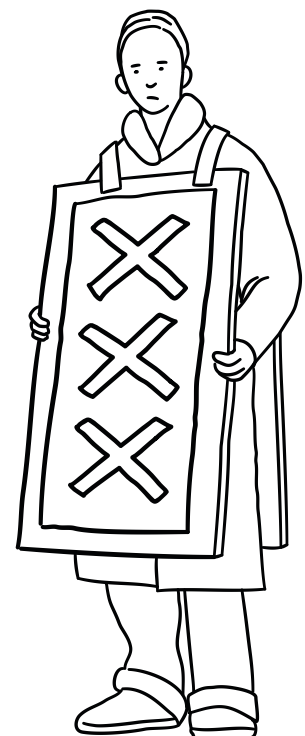
And we make sure we make an interview script for your challenge, so you come well-prepared for your interviews. You'll get coaching and feedback on the spot.

### V. THE AMSTERDAM LIKE A LOCAL TOUR & DRINKS

In the late afternoon it's time to get some different input from us: we will show you around in our Amsterdam. We will take you on an Amsterdam walking tour showing you the places we love most in our neighborhood. We end the tour with drinks in a typical Dutch bar.

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Did you know the symbol of Amsterdam consist of three crosses? Nowadays, they stands for the values of the city: determined, heroic and merciful.





## TRAINING DAY 3 (9.00 - 17.00 HRS)

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### VI. DOING THE INTERVIEWS

In the morning you will take your advanced interview skills into practice. You'll be interviewing three respondents for your challenge. This is done individually. You can choose to do those online or go out and meet people.

### VII. BUILDING YOUR INFLUENCE FRAMEWORK AND OPPORTUNITIES

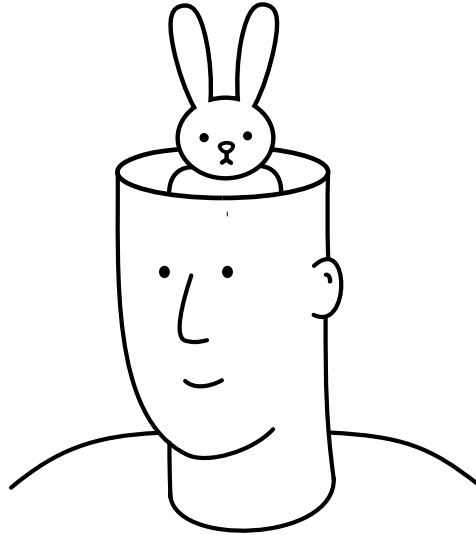
In the afternoon we will teach you how to make the most out of the insights you gathered in your interviews. Making sure you get the right input that helps you solve your challenge. We will teach you how to:

- Map your insights on the Influence Framework the right way
- Spot opportunities for solving your challenge
- Transform your opportunities into Behavioural Statements
- Define a sprint goal based on insights

You'll end up with a filled-in Influence Framework™ specifically for your challenge and we'll have a clearly defined starting point for your ideation.

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Tonight you have a well-deserved night off. Of course, you are free to roam the city by yourself or meet up with your fellow participants. But you can also have a pajamas night in. Why not? It is your week. You're the behavioural designer of your life after all!



## TRAINING DAY 4 (9.00 - 17.00 HRS)

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### **VIII. ADVANCING YOUR IDEATION SKILLS**

We will introduce you to some new ideation techniques that help you solve (complex) behavioural challenges.

### **IX. PROTOTYPING LIKE A PROFESSIONAL**

In the Fundamentals Course we have introduced you to prototyping, now we will go a level deeper. We will show you the difference between Prototyping for Ideation and Prototyping for the Real World and share our prototype tips & tricks.

### **X. WORKING ON YOUR BEHAVIOURAL DESIGN SOLUTION AND PROTOTYPE**

You will be working on ideas for your challenge and translate them into prototypes. The end goal of this course is that you'll go home with finished prototypes so you are ready to test them at real users.

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## TRAINING DAY 5 (9.00 - 17.00 HRS)

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### **XI. THE PERFECT PITCH**

Having a brilliant solution is one thing but convincing someone to embrace it, is another game. We will show you how you can use Behavioural Design to gain more control over successful outcomes.

### **XII. SETTING UP A BEHAVIOURAL INSIGHTS TEAM/CHIEF BEHAVIOURAL OFFICER**

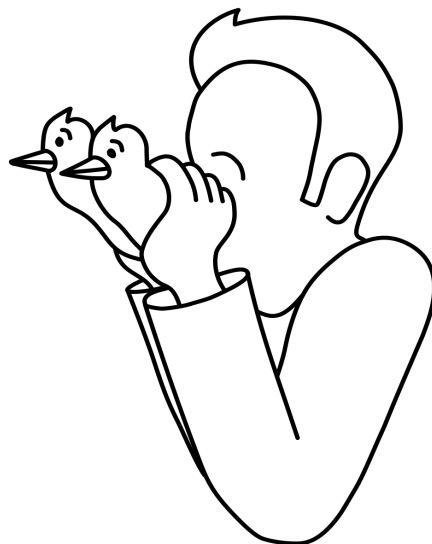
Maybe you want to integrate Behavioural Design more firmly into your organisation. We will tell you about best practices of setting up a behavioural insights teams or how the role of a chief behavioural officer can benefit your organisation.

### **XIII. CREATING YOUR ACTION PLAN**

We will round up the course by creating an action plan to make sure that you will progress with your challenge. In general, we'll teach you how to turn insights into concrete actions.

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YOU WILL GET A 30-MINUTE VIRTUAL PERSONAL COACHING SESSION A FEW WEEKS AFTER THE SUMMER COURSE TO HEAR ABOUT YOUR PROTOTYPE TEST AND GIVE YOU ADVICE ON HOW TO PROGRESS FURTHER MAKING SURE WE PUT YOU IN THE BEST POSITION FOR SUCCESS.



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