

Behavioural Ideation Sprint

An accelerated creative process rooted in behavioural science to get to validated strategies or ideas that will predictably shape choices or change behaviour.

SUE Behavioural Design



Behavioural Ideation Sprint

Get people to desired behaviour by applying behavioural science to your strategy or concept development and test-proof them with rapid prototyping.

What is a Behavioural Ideation Sprint?

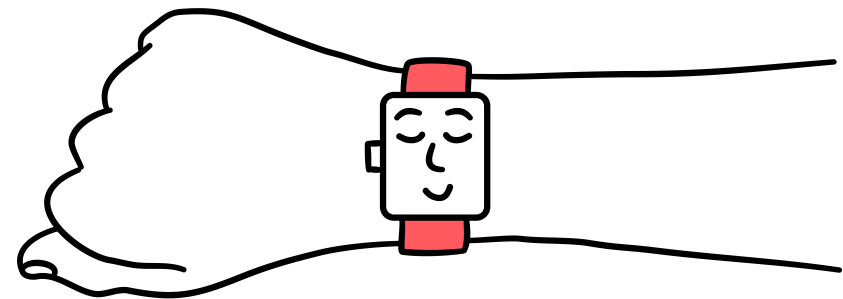
An SUE | Behavioural Ideation Sprint is an accelerated creative process to develop or optimise strategy or ideas **that will influence choices and shape behaviour predictably** by using proven techniques from behavioural science combined with creativity.

What is the objective of a Behavioural Ideation Sprint?

The goal of the sprint is to develop ideas or strategies that can trigger the desired behaviour using behavioural science. We will translate these ideas into rapid prototypes early on in the process. This way, we can **learn quickly how ideas should be optimised or which ones are most effective to get someone from current to the desired behaviour.**

What makes a Behavioural Ideation Sprint so valuable?

We will add the missing layer of behavioural science to your ideation. This way, we do not just develop creative ideas but ideas that will influence choice and shape behaviour. As we will run a prototype test with five of your actual users during ideation, we will learn whether the solutions we have developed indeed have the desired effect on perception, choice or behaviour. This will give you far more control over the impact of your strategy or ideas.





“The approach was refreshing and exciting. And the same goes for the findings.”

This way, the collaboration, not in the last place thanks to the joyful and energetic SUE team, was a surprising success for me. It is so exciting that also after 30 years of work experience you can learn to look at people in another way.”



What is the outcome of a Behavioural Ideation Sprint?

The sprint outcome is **validated ideas that will influence choice and behaviour that are firmly rooted in behavioural science.**

These could be value propositions, an optimised campaign or website, an (optimised) product or service, an optimised consumer journey, a fundraising model, a pricing strategy, a sales concept, a physical space idea, etc. We will demonstrate which influence buttons to push to get someone from current to the desired behaviour. We will test the concepts at your actual target audience. In addition to delivering concepts and advice, we will organise an implementation workshop with the team to help you translate insights into actions.



When do a Behavioural Ideation Sprint?

You already have solid insight into your target audience's (unconscious) behaviour, but these need to be translated into tangible ideas that will genuinely influence the decisions or behaviour. **You also need evidence your users, employees, citizens, or customers will indeed do what you want them to do with your product, service or policy, and not just say they will.**

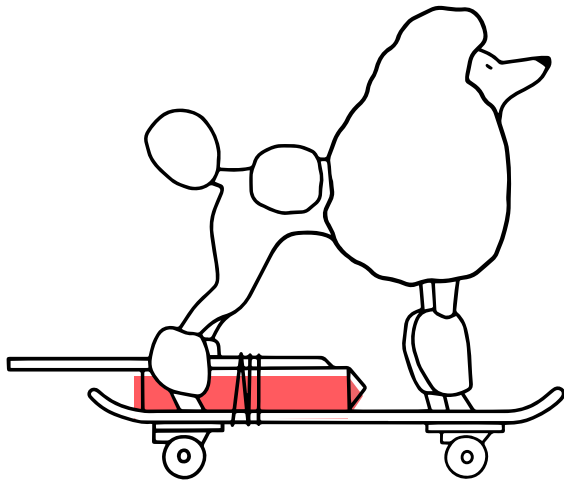
You would like to have more grip on the impact of your projects and are intrigued to inject some behavioural science into your approach. If this is the case, a Behavioural Ideation Sprint is perfect for you.





How does a Behavioural Ideation Sprint work?

It is an accelerated creative process. Two of our Behavioural Design Leads take you and your team through a **systematic sprint process to go from ideation to prototyping using our Behavioural Design Method®**. This is an innovation method developed by SUE in which the process of design thinking and the Google sprint are powered up with behavioural science. It is design thinking on steroids.



I notice that I continuously refer back to the sprint. There's almost something spiritual in the process.

It is so constructive. It is amazing how you build upon each other."

- ✓ creating value propositions
- ✓ developing and optimising campaigns
- ✓ developing new products and services
- ✓ upgrading consumer journeys
- ✓ creating better customer experience
- ✓ defining price strategies
- ✓ developing donation models
- ✓ creating brand positionings
- ✓ installing habits
- ✓ designing physical spaces
- ✓ developing contract strategies
- ✓ creating HR strategies



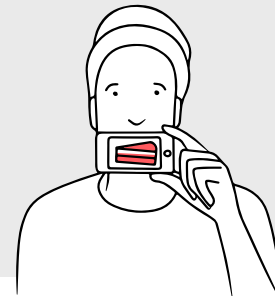
What are behavioural challenges you may solve in a sprint?

Customer Behaviour



If you want to find out how you can **shape the decisions and behaviour of your customers** (to buy, return, donate, recommend, etc.) or want to know how to put more human value in your customer experience and customer journeys.

Employee Behaviour



If you want to get the **most out of your employees** by helping them to become more creative, innovative, agile or customer centric or installing a culture in which they stay motivated to stick around. Or if you want to **attract the best talent**.

Citizen Behaviour

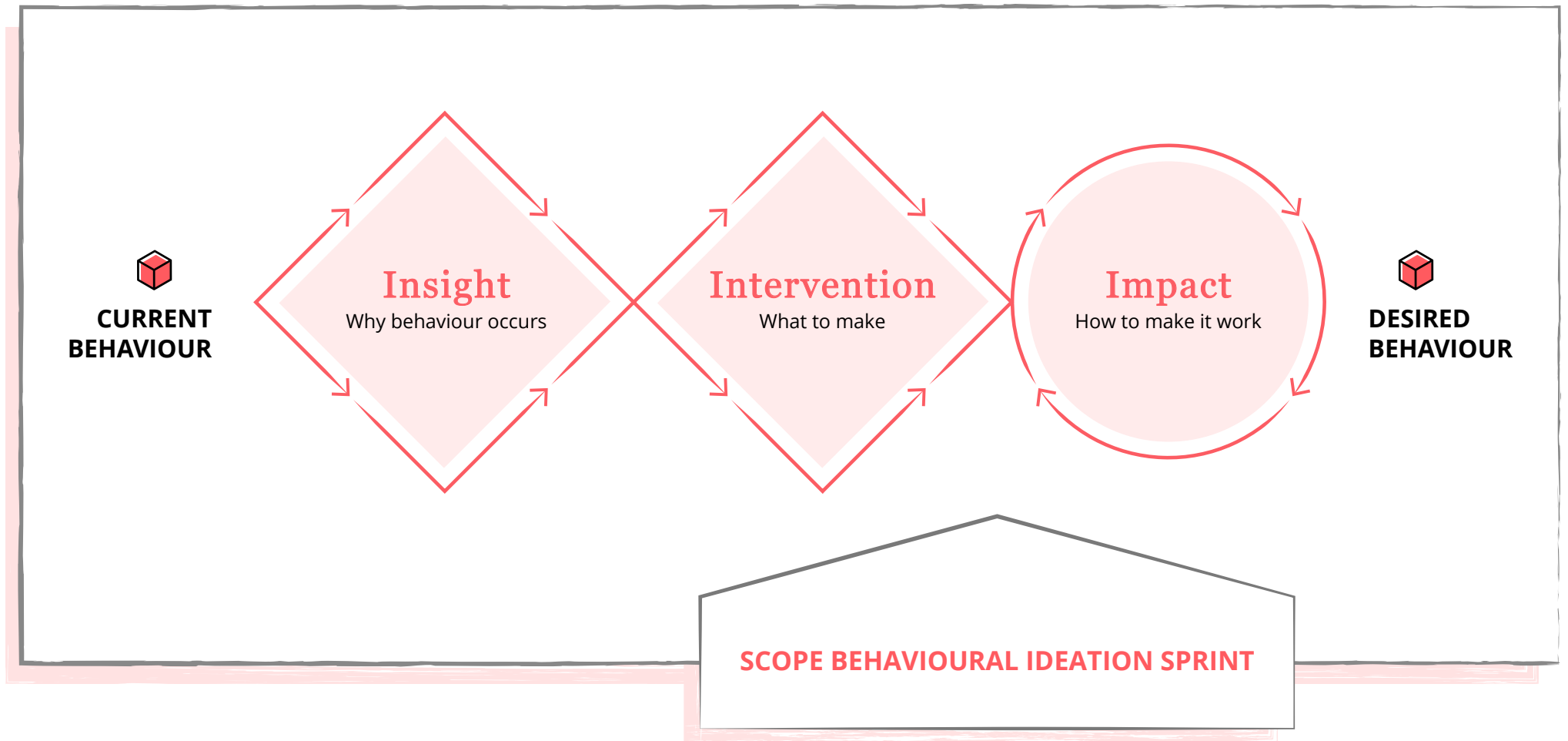


If you want to influence citizen behaviour to make sure they **act upon polices or show societal desired behaviour** like recycling, sustainable building, acting financially responsible, live healthy, take care of their children, etc.



The SUE | Behavioural Design Method[©]

In the sprint we apply a proven method in which we have powered up the process of design thinking with the science of behavioural psychology.



Which organisations have done a Behavioural Design Sprint at SUE?

We have organised behavioural design sprints to solve complex influence challenges for brands, organisations, governments, NGOs, and politicians worldwide to win customers, get voters, inspire giving, show good citizenship, embrace change and build better habits. We have worked in front and behind the screens for organisations as UNHCR, Heineken, Oxfam, several departments at the Dutch Government, Sony Music, Rabobank, ABN AMRO, Randstad, Talpa Radio, the Dutch Liberal Party, Acerta, ANWB, Amnesty International, a.s.r, Centraal Beheer, Campina, CZ, eBay, ING, Humanitas, SNS, KBC, Stichting Aap, SportCity, Rijkswaterstaat, Rotterdam The Hague Airport, Koninklijke Horeca Nederland, Ikea, De Volksbank, Roche and the Belgian Socialist Party, amongst many others.



✔ **Client satisfaction:** clients score us an **average 9,2**.

Where does the Behavioural Design Sprint take place?

We have several options. We can run the Behavioural Design Sprint virtually. In that case, we will work together with you in MS teams and Mural (both applications you do not need to install, and we'll give you all instructions on how to use them both beforehand). We also have a great sprint space in our offices in Amsterdam. If you decide to sprint with us in Amsterdam, you are in for a treat. We'll take care of lunch, snacks and drinks, all home-made, healthy food topped with love. We can cater for allergies if needed. We can also sprint at your location. In this case, we will provide a list of items we need to be present at the site. Whatever suits you best!

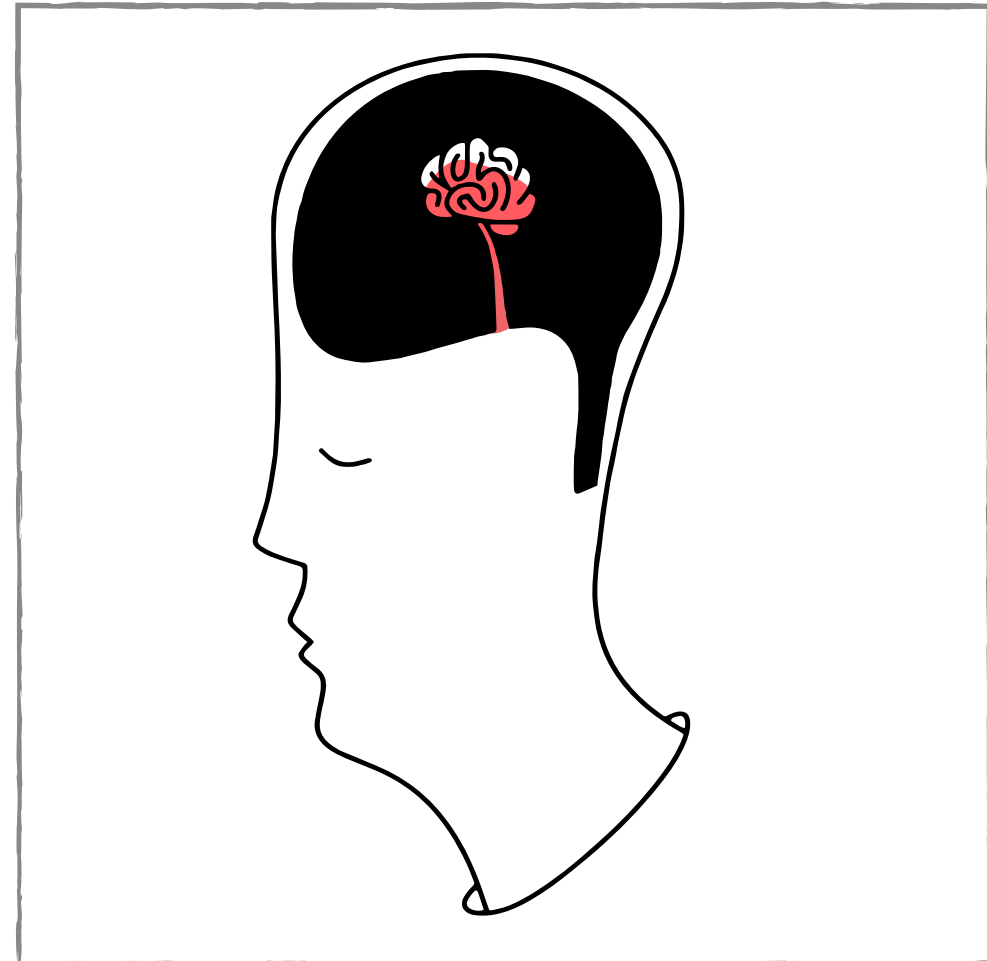


The set-up of a SUE | Behavioural Ideation Sprint

What is the timing, needed commitment and set-up?

We strongly believe that together we can create the best work. It is priceless to integrate your expertise and past experiences into the sprint. That's why in the sprint, we want to join forces by creating a core sprint team that includes 4 people (maximum) from your side, teaming up with our Behavioural Design Leads. This does require some of their time commitment, but at the same time, this core team will pick up the ins and outs of Behavioural Design while sprinting. Learning by doing.

The core team should be present during the days highlighted in green and should have decision making power. During the final presentation on day 7, other stakeholders can join. During the kick-off, we will take you through the sprint setup, and we will check your availability. We work with fixed fees—no unexpected costs. Mentioned budget is in Euros and exclusive of VAT but includes testing and respondent selection, lunch, snacks, drinks, all the tools and templates and our endless appreciation and dedication.



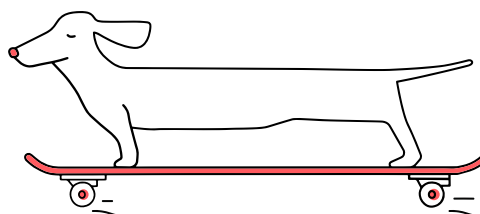
SUE | Behavioural Ideation Sprint

fixed fee € 24.990

SUE Team

Client Team

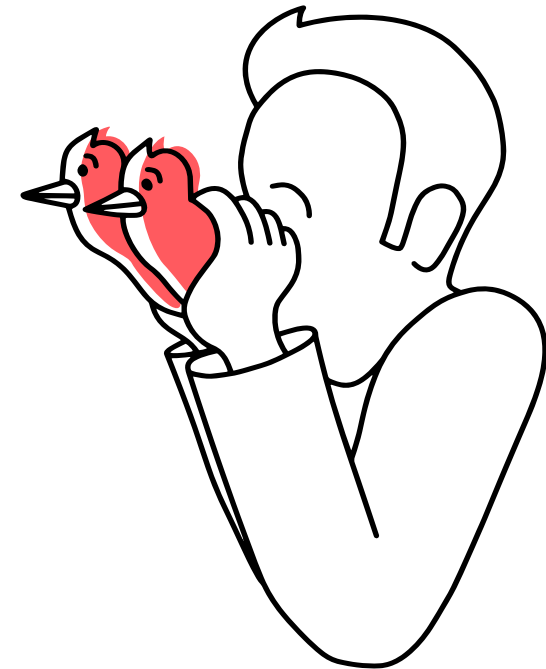
			SUE Team	Client Team
Step 1 KICK OFF	Kick-Off + Preparation	<ul style="list-style-type: none"> Half-day kick-off to discuss the process and to define the sprint goal, the team roles and availability. And to prepare the behavioural analysis and sprint. 	✓	Kick-off 3hrs
Step 2 IDEATION & PROTOTYPEN	Sprint - from Insight to Ideation	<ul style="list-style-type: none"> This step will be about spotting opportunities, bright spots and dark spots for influence. We will collect and develop as many ideas/solutions as possible using techniques from behavioural science and converting insights into opportunities for impact. 	✓	09:30-16:00
	Sprint - from Ideation to Prototypen	<ul style="list-style-type: none"> At this stage, we have developed a wide range of ideas and interventions. We will select the most promising ideas, which we will then turn into testable prototypes. 	✓	09:30-16:00
	Sprint - Make day	<ul style="list-style-type: none"> In this step, we will turn the selected ideas into tangible, testable prototypes that will bring the concepts to life to validate them at the actual target group or user. We will create a test plan and analysis document. 	✓	
Step 3 TESTING	Sprint - Test day	<ul style="list-style-type: none"> We will invite five new end-users to show them our prototypes and to gain insight (by doing interviews) into what works, how it works, and why it works (or not). 	✓	08:30-17:00



			SUE Team	Client Team
Step 4 IMPLEMENT	Implementation Workshop	<ul style="list-style-type: none"> In the last step of the sprint, you can invite your stakeholders. We will present the opportunities we spotted, how we turned them into interventions, and show the winning concepts. This will all be integrated into a slide deck that will advise how to turn the working interventions into action. SUE will help you to convince your stakeholders. 	✓	Workshop 10:00-13:00
	Implementation Check-Up	<ul style="list-style-type: none"> About 2/3 weeks after the sprint, we will plan a short session to see what might help realise the implementation. We will discuss any questions you might have. Can we help take away obstacles? What are opportunities to turn the results into success? Also, we would love to get your feedback on the sprint process itself. 	✓	1 hour meeting

What is included?

- A Behavioural Design Lead that will run the sprint and guide your team and will include SUE experts.
- Sprint preparation, kick-off meeting.
- Respondent selection and respondent fees for prototyping test.
- Behavioural research within one specific target group (insight and testing).
- All steps of sprinting as described above.
- Guidance and coaching of your core team during the sprint.
- Concepts rooted in behavioural science that are test-proofed.
- Implementation workshop (preparation and workshop).
- If sprinting on our location: location, lunch, snacks, drinks.
- All tools, templates, a custom SUE | Behavioural Design Canvas® with in its heart the Influence Framework®, an influence strategy in a slide deck, an implementation action plan.



What is **NOT** included?

A **Behavioural Analysis** of your target group. Why do they do things or don't they? What are behavioural boosters and behavioural bottlenecks? What are their deeper motivations for showing behaviour? How do they make decisions regarding your offer? What withholds them to do so? Which opportunities are there to influence them? Which words could convince them? Which moments and triggers work and which won't? Which fears, prejudices, doubts, ambitions, anxieties stand in the way of them showing the desired behaviour?

It is an insight into the **psychology of the decision-making** of your target group. It will expose the unconscious forces that influence their choice and behaviour. What holds them back, and what may kick them into action. This is how you turn your strategy or concept development genuinely **outside-in, making you genuinely human-centric**. Would you like to integrate this into your sprint? Please check out our **Behavioural Design Sprint** that adds Behavioural Analysis to the sprint process.



What are the administrative details of the sprint?

- Sprint days are planned consecutively to increase efficiency and learning effects unless the SUE planning doesn't allow it.
- If the sprint takes place at the SUE facilities, it includes lunch, drinks, sprint materials and the location.
- At the own arranged location client needs to take care of the catering, a beamer, flip-over, markers and post-its, and travel and accommodation expenses are not included in the budget.
- The mentioned budget of € 24.900 is excluding VAT.
- This budget will be invoiced 75% in advance and 25% after the sprint is finished.
- You will first receive a digital budget for approval. SUE will not make any costs or will not start any work without your approval.
- After the approval you will receive a digital invoice. If you have any questions, please contact mirelle@sueamsterdam.com.
- With the approval, you (the client) enter a binding agreement with SUE | Behavioural Design BV.





“SUE provided me with essential insights into the way we can anticipate the behaviour of our clients. I take these with me to future projects so they will gain far more effective reach also. The sprint delivered a concrete product that I cannot wait to bring to life.”

- Jonathan Mortelmans. Stad Antwerpen.

Did you know we also operate an accredited Behavioural Design Academy?

We are a unique combination of a Behavioural Design Consultancy and Behavioural Design Academy. This makes us deeply rooted in practice. We inject the latest know-how in behavioural economics into our sprints and feed learnings from our projects into the Academy. That makes us frontrunners in the know-how and application of behavioural science. Our Academy is officially acknowledged as educational institution in which we have trained over **2.500 participants from over 45 countries** in the Behavioural Design Method®.

CHECK OUT THE ACADEMY





What if I have further questions or want to book a workshop?

If you want to book a workshop with us or require some more information, please contact us at hello@suebehaviouraldesign.com or give us a call at **+ 31 (20) 223 46 26**.

CONTACT US



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