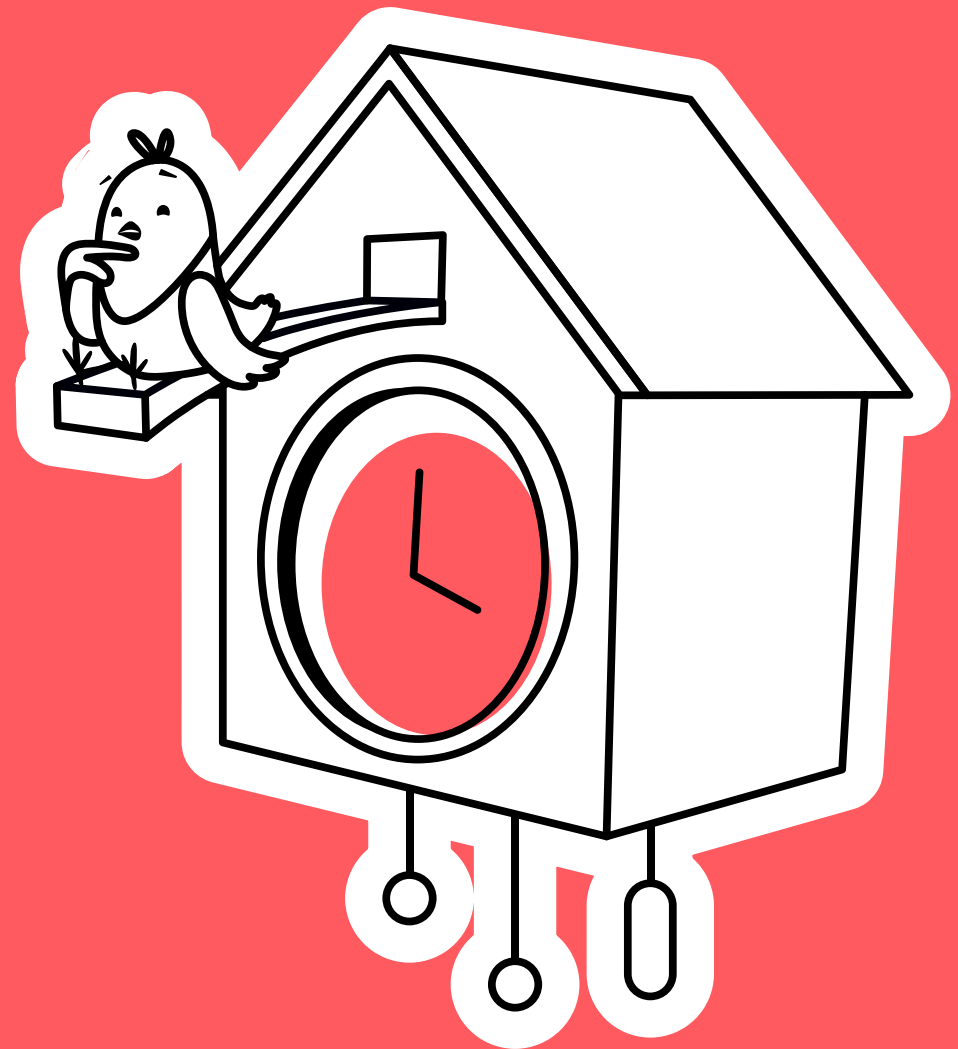


Behavioural Insight Sprint

A behavioural analysis of your target group firmly rooted in behavioural science unlocking behavioural boosters and barriers.

SUE Behavioural Design



Behavioural Insight Sprint

Gain insight into the choice psychology of your target group, know why they do or do not make choices and how you can nudge their behaviour into the desired direction.

What is a Behavioural Insight Sprint?

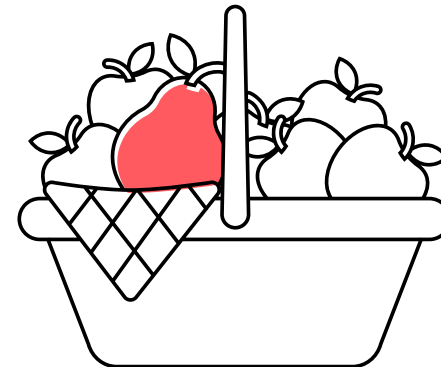
An accelerated but systematic process to do an **in-depth behavioural analysis of your target group firmly rooted in behavioural science**. Traditional research gives insight into the target group; this will provide you with a deep understanding of the human behind your target group. Why do/don't they do things? Why do/don't they make choices? It will help you gain a deep understanding of why your target audience behaves the way they do and will reveal opportunities to influence their decisions and behaviour positively.

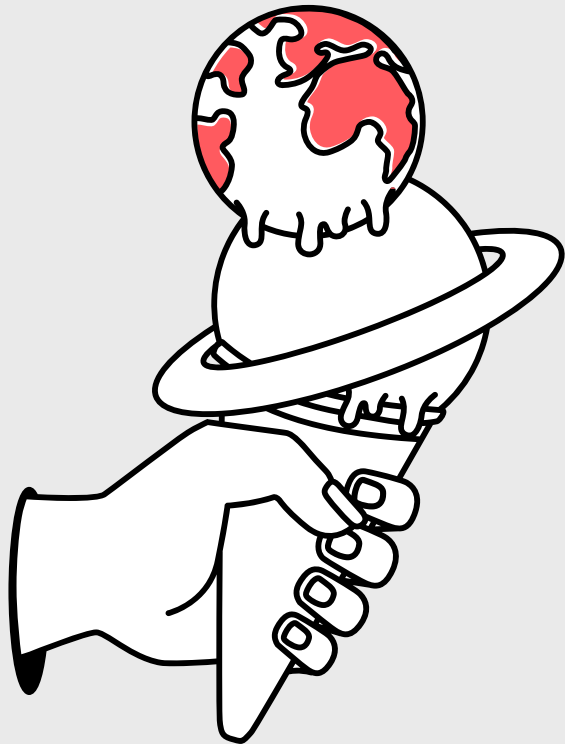
What is the objective of a Behavioural Insight Sprint?

The objective of the sprint is **to uncover the hidden psychological forces that influence your target audience's behaviour and decisions**. We will expose your target audience's decision-making process, which is unconscious and irrational for the most part. What are the stories people tell themselves to justify their behaviour or inertia? Which prejudices, fears, anxieties, convictions, ambitions or limitations will prevent your target group from showing the desired behaviour? What makes them insecure about the desired behaviour? Or what can boost it? What are deeper-lying motivations to change? In short, we will understand the psychological hurdles in the influence process in all its facets, so you will gain insight into how to optimise your existing offer or successfully develop new proposals and propositions.

What makes a Behavioural Insight Sprint so valuable?

The added value of this process is that it will help you/your team **to think outside-in**. For any behavioural change to be successful, it is an essential but often a forgotten piece of the puzzle to start at the end genuinely: Your target audience. Identifying which unconscious mental forces play a defining part to get your specific target audience to embrace your particular offer will help you gain far more control over successful outcomes. This could be your product, service, policy, platform, organisational change, positioning, etc. As a team, you are very closely involved. This way, we make sure we'll inject your expertise and experience, and at the same time, you as a team learn about behavioural science.





“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 Insight Sprint?

The outcome of the sprint is an in-depth behavioural analysis of your target audience using the latest insights of behavioural science. We will take a deep dive into the minds of your target group, and we will both unlock the forces that potentially block the desired behaviour and expose opportunities for change. This analysis is not cramped in a bulky report. You will receive a custom **SUE | Behavioural Design Canvas®** with in its heart a **SUE | Influence Framework®** that shows in one eye view how you can effectively design your target audience's behaviour and shape their decisions. The SUE | Influence Framework® reveals the intuitive decision-making of your target audience, and you'll know why they do what they do and what is stopping them. This makes behavioural analysis a very valuable add-on to (existing) consumer research.



When do a Behavioural Insight Sprint?

You want to complement your existing research with behavioural intelligence but want to do it smartly? You need to become genuinely customer-centric but don't know how to do it systematically? You want to unlock the forces that block the desired behaviour of your target audience? You would like more grip on the impact of your projects and are intrigued to inject some behavioural science into your approach? Then a Behavioural Insight Sprint is perfect for you.





WHAT ARE THE PAINS?

Take a look at **the current behaviour** (the behaviour you'd like to change). Is there something that irritates, annoys or frustrates someone in this behaviour that could push him/her to the desired behaviour as it would fix these pains? **NEGATIVES OF THE CURRENT BEHAVIOUR.**



WHO (which irrational humans) are we trying to influence?



WHAT ARE THE GAINS?

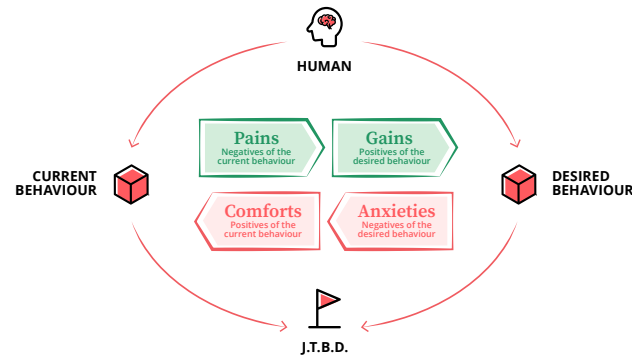
The positive effects someone will feel or experience when engaging in **the desired behaviour**. Something that is of that much value to someone that They are willing to make the switch to the desired behaviour. **POSITIVES OF THE DESIRED BEHAVIOUR.**



What is their **CURRENT BEHAVIOUR** and what current **OFFER** are they using?



How do we want them to behave? What is the **DESIRED BEHAVIOUR**?



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WHAT ARE THE COMFORTS?

These are holding people in their **current behaviour**. It is what people do that feels familiar or comfortable to them. The thought of switching to the desired behaviour gives them such feeling of discomfort that they often rather accept their current sub-optimal state. **POSITIVES OF THE CURRENT BEHAVIOUR.**



What is the **JOB-TO-BE-DONE** (verb + objective) that they are trying to achieve with their behaviour?

- eg. drink a milkshake to kill commuting time
- eg. buy a dog to meet other people
- eg. book a hotel room to explore the world



WHAT ARE ANXIETIES?

This is about **the desired behaviour**. It is everything that holds someone back from switching to the desired behaviour. Could be fears, insecurities, incapacibilities, barriers, excuses, prejudices, etcetera. **NEGATIVES OF THE DESIRED BEHAVIOUR.**



How does a Behavioural Insight Sprint work?

It is a high-speed process in which two senior Behavioural Design Leads will apply the SUE | Behavioural Design Method® to make a thorough behavioural analysis of your target group. We will interview six members of your target group using a research method that will unlock the unconscious forces that drive or block the desired behaviour and will reveal new opportunities for influence. All firmly rooted in behavioural science, so you won't just gain insights but insights that will predictably influence the choices and behaviour of your target group.



“ In advance, I had my doubts about this insight part. Now I never want to start a project any other way.

We discovered painfully quickly how many assumptions we make about the choices or motivations of our target groups that are simply dead wrong.”

- ✓ 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

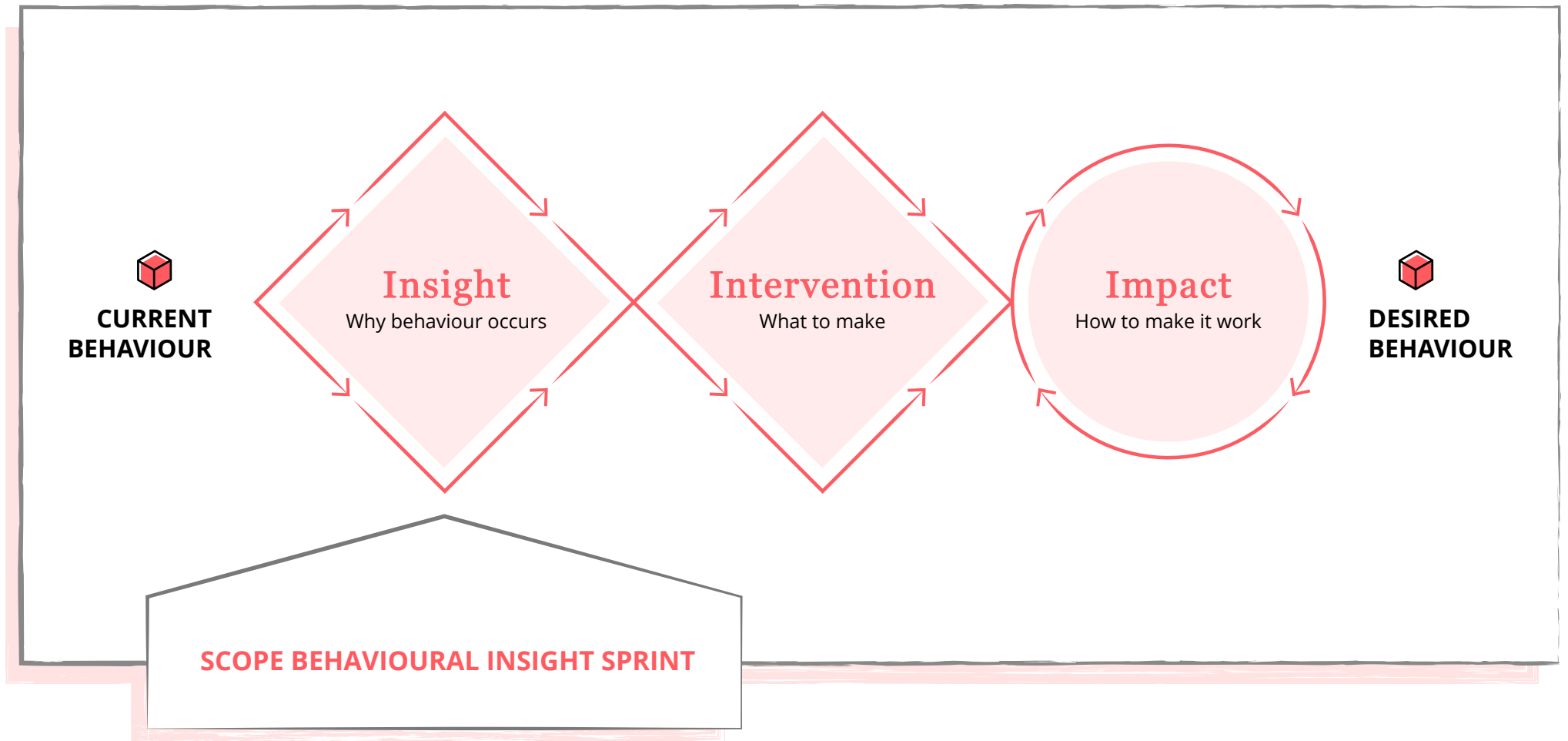


If you want to influence citizen behaviour to make sure they **act upon polices or show societal desired behaviour** like recycling, sustainable building, acting financially responsible, live healthy, take care of their children, etc.



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!

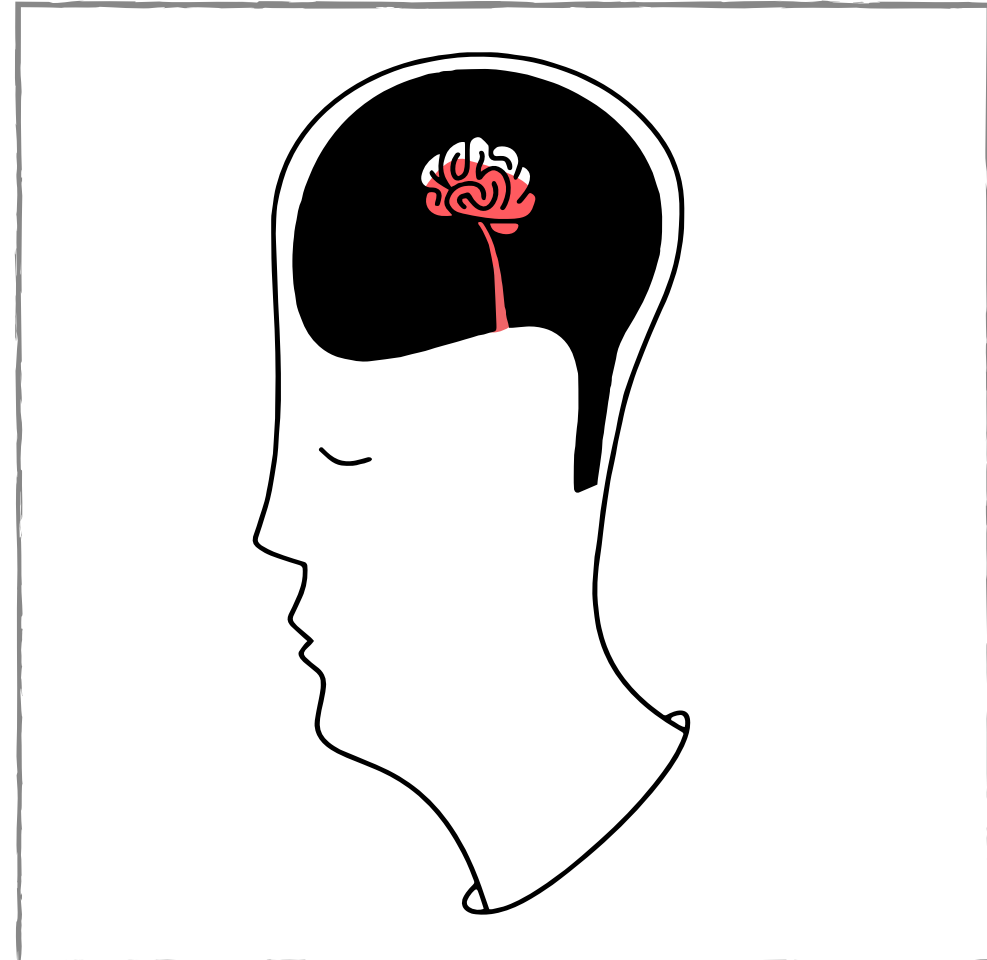


The set-up of a SUE | Behavioural Design Sprint

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 steps highlighted in green and should have decision making power. During the final presentation on the last day, 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 Design Sprint

vaste 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 sprint. We will also prepare the six interviews: respondent briefing, selection and fees are included. 	✓	Kick-off 3hrs
Step 2 INSIGHTS	Behavioural Research	<ul style="list-style-type: none"> We will decide which behavioural research will help us unlock the most qualitative behavioural insights of a specific target group. We usually use six behavioural interviews, but we also have the option to do behavioural observations or a combination of the two. 	✓	2 days 08:30-17:30
Step 3 ANALYSIS	Sprint - Analysis	<ul style="list-style-type: none"> We will analyse the behavioural insights and plot them on the SUE Influence Framework® with in the heart the SUE Influence Framework®. This will reveal the behavioural boosters and barriers we need to consider if we want to influence the desired choices and behaviours. 	✓	Not necessary
Step 4 IMPLEMENT	Preparation & Presentation - Implementation Workshop	<ul style="list-style-type: none"> On the last day of the sprint, you can invite your stakeholders. We will prepare a workshop and present the essential insights and opportunities that can help you to design choices and behaviour predictably. You will receive an influence strategy plotted in your custom SUE Behavioural Design Canvas®. 	✓	Workshop 10:00-13:00 On day 8
	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 entire sprint together with you and your team and will include SUE experts.
- Sprint preparation, kick-off meeting.
- Respondent selection and respondent fees.
- Behavioural research within one specific target group (insight and testing).
- All steps of sprinting as described in the overview.
- Guidance and coaching of your core team during the sprint.
- If sprinting on our location: location, lunch, snacks, drinks.
- All tools, templates, a custom Behavioural Design Canvas® and Influence Framework®, an influence strategy in a slide deck, implementation action plan.



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 € 24.990 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.

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