



How to convince your boss

*Seven Behavioural Design tactics to help you
join Behavioural Design Academy*

SUE | 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 world's wicked problems. It can help us create smarter, people-centred products, services, campaigns or policies. Or, on a more personal level, how it is the missing piece of the puzzle to make your life happier, healthier, more creative and productive. It is fascinating stuff!

Our mantra is 'Understand Behaviour. Be Successful'. The more you learn about unconscious human decision-making, the more you come to understand that behavioural science 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 many of our former participants 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 Design techniques to influence your boss. As a nice side-effect, it also already gives you a sneak peek into how Behavioural Design can help you change minds and nudge behaviour.

I wish you the best of luck applying the principles and hope to welcome you at Behavioural Design Academy. We cannot wait to teach you more Behavioural Design that goes far beyond tactics!



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 an organisation to have someone on the team who understands human decision-making and has mastered a practical method to transform this know-how into everyday work practice.



Framing

The Behavioural Design Academy bundled ten years of research, dozens of books and hundreds of research papers and slide decks into just two days of masterclasses. They did all the exploration and shifting for us 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/her two years of delving into the subject, not even to mention the additional educational course investments your boss need not make. But foremost, this is not just a course. You can tell you manager that cracking the code of how influence works fascinates you a lot and will help you developing and growing as a professional. Adding this skill to your expertise will keep you highly motivated.



Authority

SUE | Behavioural Design Academy is an official educational institute globally recognised and accredited by the EQAC (Education Quality Accreditation Commission) and is one of the highest accredited courses 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

They have trained over 1.500 professionals of organisations from over 45 countries such as UNHCR, Rabobank, Centraal Beheer, ABN AMRO, Dutch Liberal Party, ANWB, Naspers, Roche, ABN AMRO, Randstad, T-Mobile, BBDO, eBay, and many more. The Academy gets a satisfaction rating of 9,2 out of 10.



Scarcity

The course is accessible to experienced professionals only. Only 16 spots per edition are open for application. The group is kept small to ensure a maximum learning curve and 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 five months. In which case, your boss only has to invest 298 euros for just five months to make you a frontrunner in your business. On top of this, the fee includes exclusive FREE access to a six-month Continuous Learning Program with weekly digital training.

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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 extensive (expensive) seminars. During these conferences, the employee enriches themselves for a few days, but one week later, they forgot inspired them and go on with their daily way of working. SUE | Behavioural Design Academy comes with a lot of bonuses. We believe skills aren't acquired in just two days but should be internalised and trained. By enrolling in the Fundamentals Course, you will be granted FREE access to our 'Continuous Learning Program' with six months of weekly digital masterclasses. You will also get many tools and templates. Next to this, complimentary Refreshment Days are organised. Graduates also become 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 at the Behavioural Design Academy. So, your boss doesn't spend the fee for two days, but for your lifetime learning.

"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."

Want to enrol in the course?

BOOK A SEAT HERE



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Email to your boss

Sometimes it is that one email that wins your boss over to send you to 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!

Behavioural Design Academy, why I should join Inbox x



John Doe <johndoe@gmail.com>
to Your Manager's Name

Hi [insert name manager],

I know that you're very busy and get many emails, so I won't take up too much of your time. I would love to enrol in Behavioural Design Academy. We put so much energy in trying to shape the decisions and 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 use proven principles from behavioural science to shape minds and influence behaviour predictably. What makes this training different is that it will make the theory practical. I will master an easy to apply method and get tools and templates that I can start using right away. It will genuinely turn our people-centric mission into action.

The principal subject of this training is INFLUENCE from a behavioural science point of view. I genuinely believe this is a missing layer in our work. We could have far more control over desired outcomes of our approach if we understand how people make (unconscious) decisions and how to influence them. Isn't that what our primary task is in the end: To shape the decisions and behaviour of our target group in the desired direction? To get them to do what we need them to do?

- I will learn about the groundbreaking insights of behavioural science, but they will be made very practical. I will master a hands-on method and will get practical tools to start applying Behavioural Design right away in our projects when I come back. And I will enrol in a six-month digital program to help me internalise what I have learned.
- Senior practitioners teach the training. The training institution (SUE) doesn't only teach The Behavioural Design Method®. They also apply it themselves for UNHCR, Roche, Randstad, Naspers, Medtronic, eBay, ABN AMRO, BBDO, Amnesty International, and Orange. To name a few. They practice what they preach and the other way around.
- They've trained over 1.500 professionals from over 45 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 two days in Amsterdam so that it won't take up too much of my time.
- The knowledge and tools I will acquire, 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 Behavioural Design Academy can advance our organisation. I would love to hear what your thoughts are.

Sincerely,
[Senders Name]

