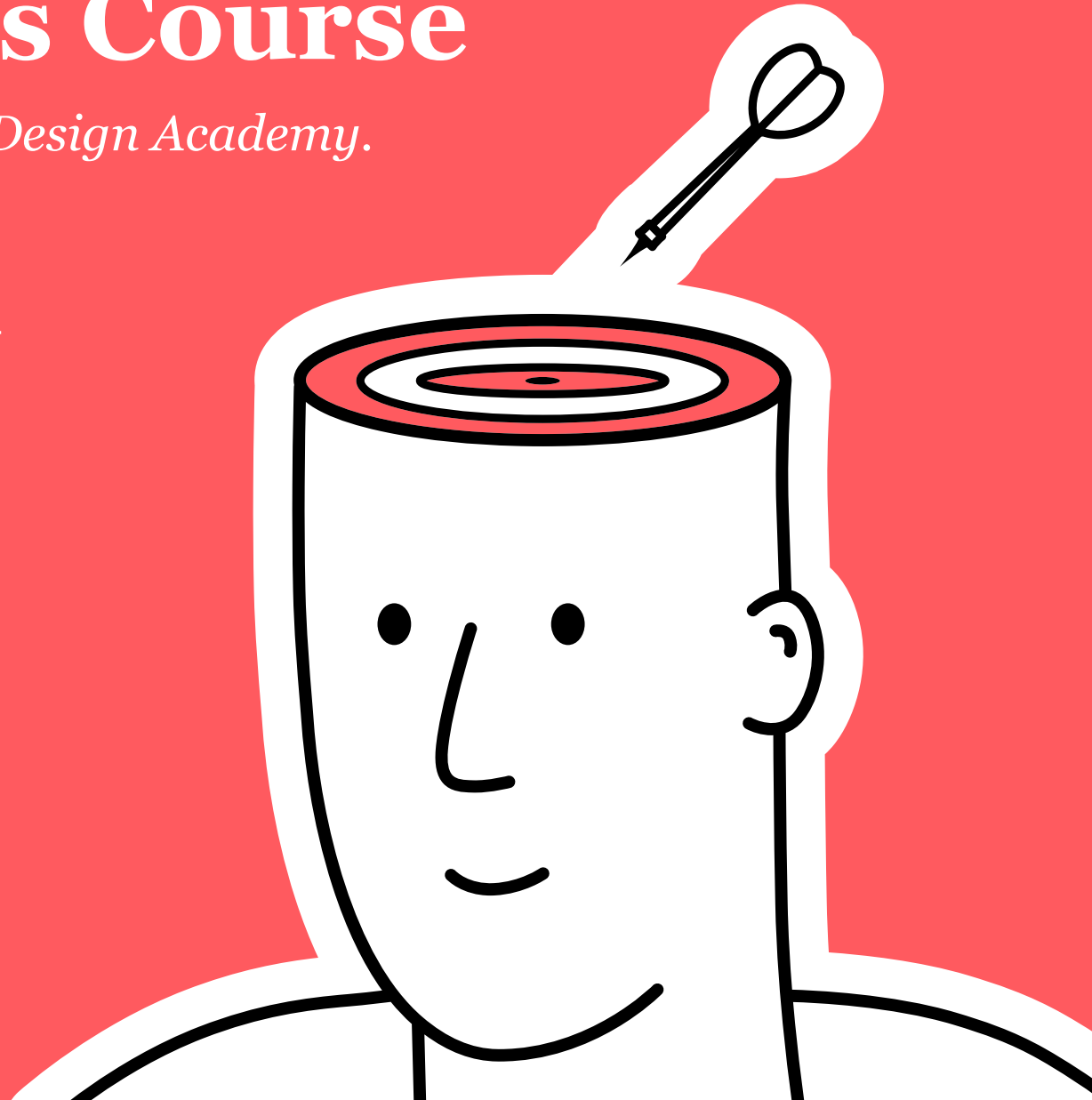


Behavioural Design Fundamentals Course

A look inside SUE | Behavioural Design Academy.

 Behavioural Design





Welcome!

We're so excited you're interested in the Fundamentals Course of SUE | Behavioural Design Academy!

Whether you want to convince people, attract more clients, improve your sales, launch more effective campaigns, get people to cooperate with your plans or want to build a successful business, we're here to help you turn your ideas into a success.

The number one reason why sometimes even brilliant ideas fail is that they don't start at behaviour. We like to call it the missing layer. If you truly understand human behaviour and decision making, you'll be able to influence it predictably. And get the results you're pursuing.

After successfully training many business owners, people from non-profits, start-ups and commercial organisations to help them realise their ideas, ambitions, and dreams, we hope we can help you unlock the power of behavioural psychology to do the same.

With the warmest regards and appreciation,

The BDA team

It's time to get up close and personal. Who are the people behind the BDA?



Tom De Bruyne
Founder/Trainer



Astrid Groenewegen
Founder/Trainer



Jorn Craeghs
Trainer



Mirelle Janssen
Finance



Tim Versnel
Trainer



Kirsten Kremer
Trainer



Marjan Krom
Hospitality



Yves Plees
Trainer



Isabel Drujf
In-Company Customer Support



Lisa Maxwell
Open Edition Customer Support

We are known from:





So tell me, what is the Behavioural Design Fundamental Course?

The Behavioural Design Fundamental Course is an intensive training in a group of maximum 16 people on two full-time days (on our location) or four half-day sessions (virtual edition). This is followed up by six months of digital learning to teach you the theory and skills to influence minds and shape behaviour.

The training is a combination of high-end masterclasses, in which you're introduced to the essential theories of behavioural psychology, and workshops that hand you easy to use tools to translate this knowledge into practice right away. On top of this, we'll help you to create habits, so you'll keep successfully implementing your newly acquired skills even when we're not around with 6 months of follow-up learning.

You'll learn about insight, intervention, impact, and convincing others of your ideas from a behavioural psychology perspective, to help make your ideas work and boost growth or change.

Learning by doing 100% actionable skills. We are an official educational institution, and you will receive a certificate of completion after successfully graduating from the training.

But what exactly am I going to learn?

Whether you want to attract more clients, improve sales, launch more effective campaigns, or want people to embrace policies or organisational change, if you want to learn how to turn deep human understanding into desired behaviour, the BDA is the program for you.

You will master the SUE | Behavioural Design Method®, which will help you create a substantial uplift of the certainty that your strategies, ideas, plans, products, services or campaigns will be embraced by people. You'll learn the skills to use behavioural psychology to:

- Gain deep insight into human psychology
- Understand how people make decisions and how to influence behaviour
- Reveal real human needs
- Discover profitable opportunities for business growth
- Create products and services people need and want
- Attract and persuade customers
- Adapt to fast-changing markets and get a grip on changing consumers
- Unlock your own creativity using persuasion principles
- Supercharge your sales and marketing using science
- Get more people to use or buy your products and services
- Design more effective strategies and ideas that deliver human value
- Make your communication more persuasive
- Improve your customer journeys to create excitement
- Build valuable, lasting relationships with your customers
- Prototype your ideas fast to minimise your risk to fail big
- Convince people, win arguments and pitch your ideas to win



**Master 8 ground-breaking tools, 12 essential books,
7 years of insights, and 1 easy-to-apply
method in just two days**



Who is the BDA right for? Do I have to have a product or service or own a business even?

If you want to influence people or change minds, the BDA is suitable for you. Whether you're selling a product or service, have a brilliant new business idea that you can't wait to bring to life, or you've been working on a policy or organisational change that needs to be embraced.

Whether you're an enthusiastic starter or an experienced serial entrepreneur, you're in it for the profit or more of a non-profit idealist: We'll teach you the skills to nudge people to the desired behaviour. Could be sales, could be donations, recommendations, store or website visits or people making better choices.

“The ultimate power of the program and your model is that it makes the abundance of insights practically applicable in a cohesive and systematic way. It was the ultimate connecting the dots’ experience. Both in knowledge and skills. And that is an enormous gain! Next to that I was really glad the tempo was quite high and the other students were experienced professionals too.”

What do our former participants have to say?

We're very proud to tell you we've already got a large number of BDA graduates. We always ask our participants for their honest feedback during and after the program. You can read their reviews on our website. We hope it will give you first-hand insight into the happiness rating, but especially the power of our program to make ideas and businesses come to life. Did you know we got an average satisfaction rating of 9,2 out of 10?



How am I going to learn?

SUE | Behavioural Design Academy is a genuinely transformative experience. It's action-oriented and intense.

If you Google, you can find loads of information on behavioural psychology. The real value of our program lies in the skills and capabilities you'll develop so you can apply knowledge in practice. It will completely change your view and approach on how to turn your ideas into a success.

We'll teach you this by a combination of high-end masterclasses that are coupled with interactive work sessions. After the two-day program, we'll provide you with downloadable tools, cheat sheets and advanced training resources to accelerate your learning in our Continuous Learning Program that will run for six months via email. It's this mix of live and digital education that will make sure you'll internalise and really use the skills you will learn.

Our commitment is to teach you how to unlock the superpowers of behavioural psychology in real life. No theories you'll forget or that are just fascinating. We will help you develop the habits to keep on applying what we've taught you during the two days, even when we're not around.

I liked the mix of theory and practice and the meaningful conversations with peers and teachers in a relaxed atmosphere.

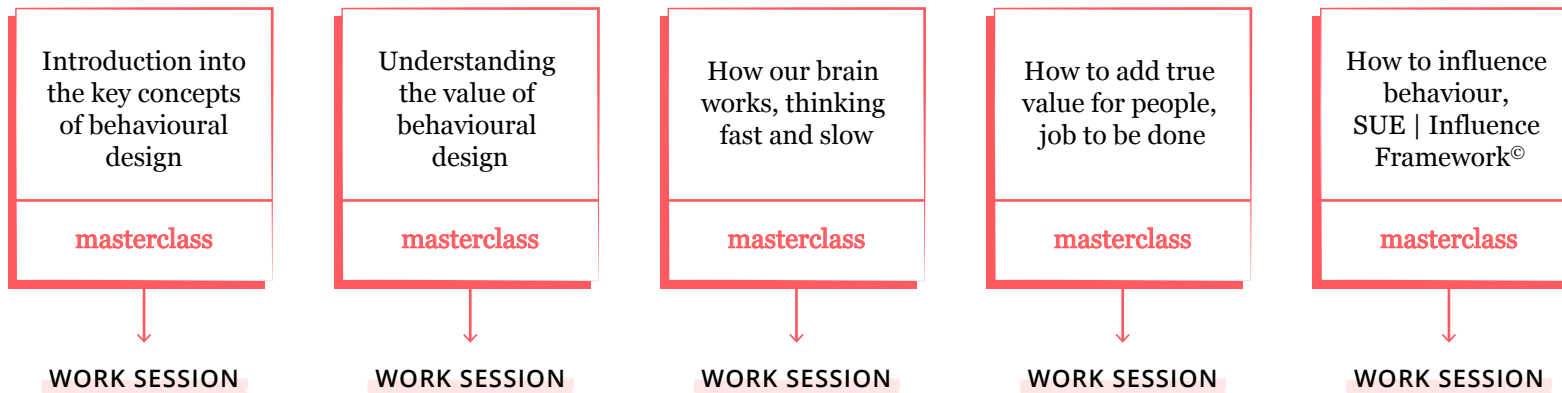


Module 1: The Foundation

"Behavioural Design Academy gave me a theoretical framework to prove me right and, more often, to prove my assumptions very wrong."



KNOWLEDGE & SKILL



MATERIALS



**JOB-TO-BE-DONE
TEMPLATE**

downloadable tool



**INFLUENCE
FRAMEWORK®**

downloadable tool



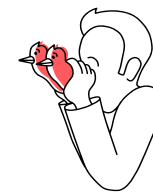
**COGNITIVE
BIASES CHECKLIST**

downloadable tool



**BOOK SUMMARIES
VIDEO LIST**

advanced learning



**ESSENTIAL READ &
WATCH LIST**

advanced learning

Module 1: The Foundation



Introduction to Behavioural Design

Every truly transformative learning experience is built on a strong foundation. In this module, we'll start by teaching you the fundamentals you'll need to master to become a successful behavioural designer. We'll start by giving you some clarification of the buzzwords you're surrounded with right now, like design thinking, human-centred thinking and behavioural design. So, you won't be puzzled by that anymore, and you'll be in the know.



Understanding the value of Behavioural Design

Next, we'll reveal the importance of behavioural design in the world. We'll show you the impact it can make and how you can make this impact too. We'll illustrate this with real-life examples.



How our brain works

We'll continue this module by teaching you the fundamental need-to-knows of the science of human psychology. What are the breakthrough insights in this field? What do you need to know about human decision-making? Which forces influence human behaviour? How can you reveal those forces, and how can you make them work for you? Why do people do things or don't do things? How can you spot opportunities that help you develop ideas or products that people want to embrace?



How to add true human value

You'll gain a deep understanding of human psychology, and you'll be able to spot a behavioural design problem and opportunity in every challenge you have to solve.



How to influence behaviour

Finally, we'll bring this together in a practical tool that we've developed called the Influence Framework® connecting the acquired insights logically and practically. And you'll learn how to work with the model in an interactive work session. So, you'll learn by doing right from the start.



COMPETENCES

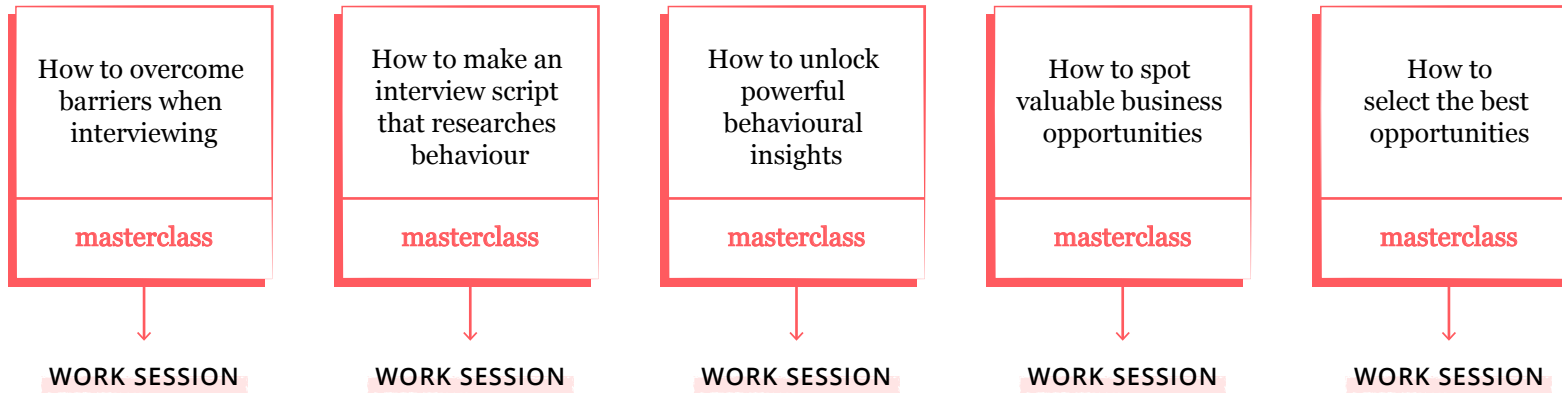
- *I understand the key concepts of behavioural design.*
- *I can spot a behavioural design problem in every challenge I'm trying to solve, revealing new opportunities.*
- *I know how humans make decisions.*
- *I am able to identify the forces that influence behaviour.*

Module 2: **Insight**

"It exceeded my expectations, because I took a leap into another world. I feel in love with the problem."



KNOWLEDGE & SKILL



MATERIALS



BEHAVIOURAL DESIGN CANVAS®

downloadable tool



WHY FORM

downloadable tool



HEURISTICS CHECKLIST

downloadable tool



INTERVIEW BIBLE & INTERVIEW TOOL

downloadable tool



ESSENTIAL READ & WATCH LIST

advanced learning

Module 2: **Insight**



The first step of The Behavioural Design Method®

In this module, we'll deep dive into the first step of The Behavioural Design Method®: Insight. There's no strong idea that doesn't start with a strong insight, but the problem is that most research doesn't come up with groundbreaking insights or even insights that are in any way truly meaningful. That's because most research doesn't start at behaviour or is researching the wrong behaviour.



How to find valuable, novel insights

Insights are pretty worthless if you a) analyse them wrongly and b) not use them properly (or at all for that fact: how often are research reports not genuinely used in strategy or idea development). A vital pillar of the success of our Behavioural Design Method® is that the different phases – insight/intervention/impact – are intertwined and therefore build upon each other.



Why you need a different kind of research

People are filled with good intentions and will tell you in research that they'll do something – like using your product or complying with your policy – but in practice, they'll end up not doing it. Proper behavioural research – or we even prefer calling it behavioural analysis – can save you expensive and timely mistakes and give you genuine insights that will lead to predictable behaviour.



The Behavioural Design Canvas®

We'll end this module with a practical tool again: The Behavioural Design Canvas®. We'll teach you how to map interview insights on the canvas and to define opportunities that will lead to desirable behaviour. Again you practice with this tool, so you'll know how to use it when we're not around.



How to research behaviour

In this module, we'll teach you how you can correctly research behaviour. To be exact: How to study past behaviour, the only truth out there, as this happened. We'll start by showing you which barriers people may have in interviewing; we'll teach you interview techniques, we'll give you tips and pointers on how to set up an efficient interview script and then you'll put it into practice in an interactive work session.



COMPETENCES

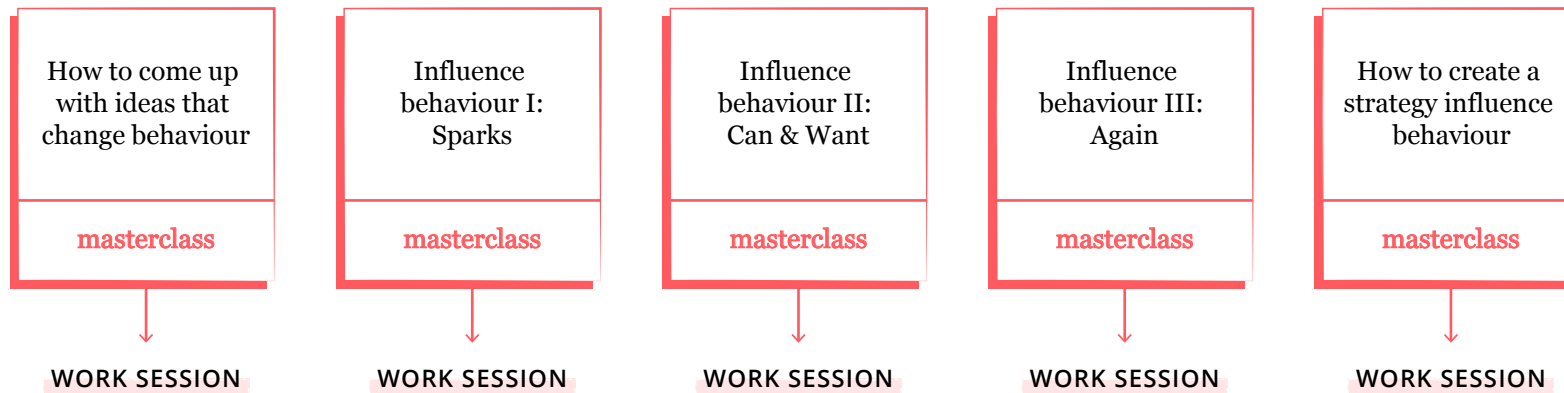
- *I know why and how to research behaviour.*
- *I am able to write an interview script to research real behaviour and not good intentions.*
- *I am able to conduct a qualitative interview.*
- *I am able to spot and select valuable opportunities.*

Module 3: Intervention

"The BDA disrupts the generally established ideas about marketing and communication completely, and replaces them by substantiated alternative ideas that you can apply directly."



KNOWLEDGE & SKILL

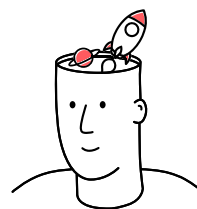


MATERIALS



FLOW MODEL[®]

downloadable tool



CAN CHEAT SHEET

downloadable tool



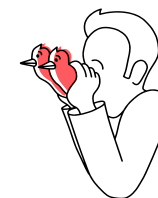
WANT CHEAT SHEET

downloadable tool



BEHAVIOURAL IDEAS TEMPLATE[®]

advanced learning



ESSENTIAL READ & WATCH LIST

advanced learning

Module 3: Intervention



Unlocking creativity

With this module, we'll guide you through the second step of The Behavioural Design Method®: Ideation. We'll first tackle a much-asked question: Isn't creativity something creatives or creative people or agency people or people in marketing or communications do? Yes, that is the answer. But with the right behavioural tools, techniques and insights, creativity can come from anyone. So, be ready: this module will help you unleash your creativity.



Boosting creativity with behavioural techniques

We'll also teach you a technique that will ensure the best creativity comes out of a diverse group. You'll start practising with this tool right away in your work session, creating ideas for the behavioural design challenge you'll be working on during the two days. You'll be amazed by the quantity and quality of the ideas you'll come up with within the limited time available. Whether you're already a creative or a creative newbie: We'll rock your world on creativity.



The SWAC Model

In the Insight module, you'll have acquired the behavioural insights needed and now is the time we'll teach you the behavioural design tools and techniques to come up with ideas that will change behaviour. You'll be introduced to the very elegant and easy-to-use SWAC tool. We'll teach you about can, want, again and sparks.



COMPETENCES

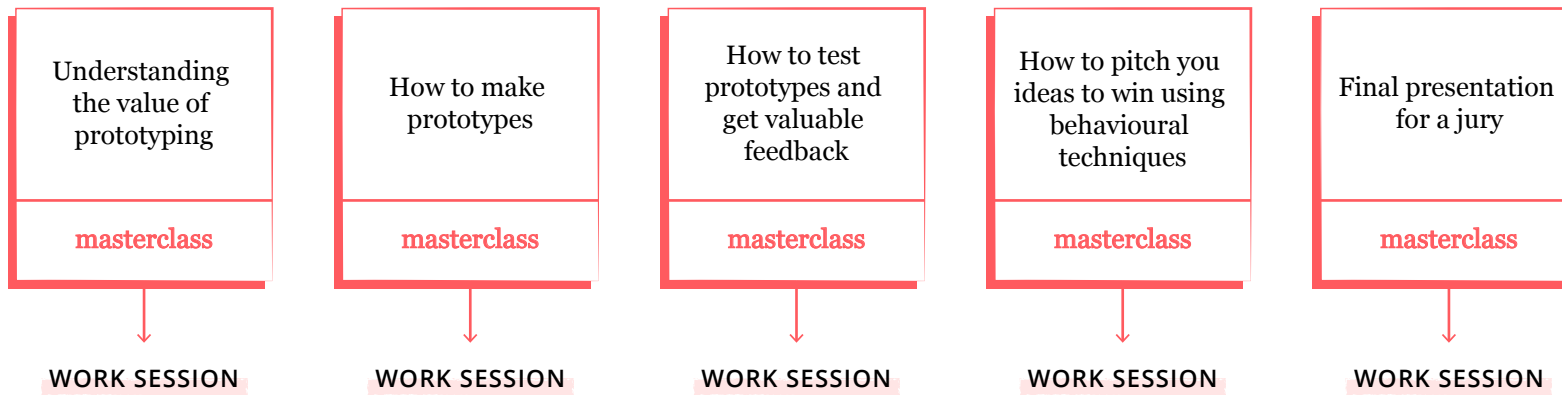
- *I can come up with ideas that can change behaviour.*
- *I understand how you can unlock creativity using the SWAC Model and persuasion principles.*
- *I know how to boost willingness and capability using techniques from behavioural science.*

Module 4: Impact

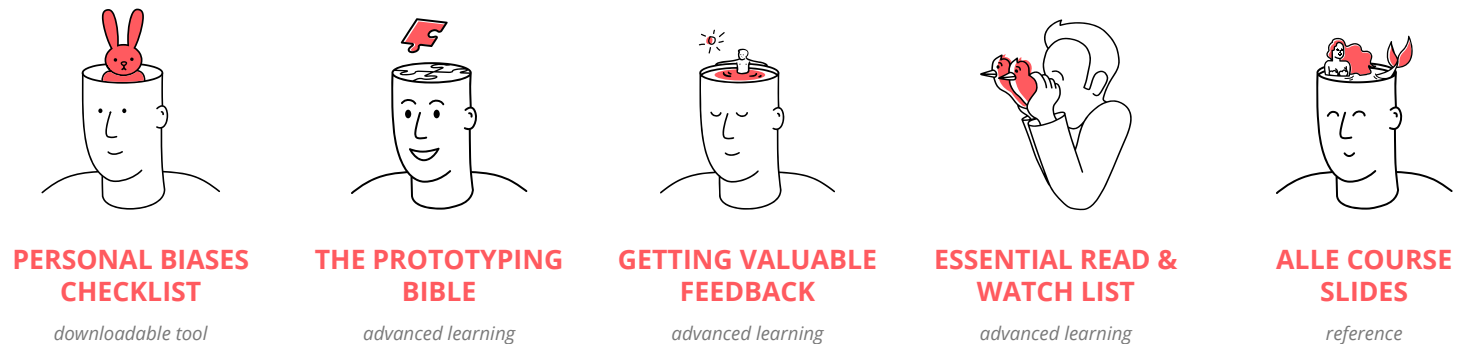
"BDA just raised the bar for all other academies. Insightful, practical, professional and great experts."



KNOWLEDGE & SKILL



MATERIALS



Module 4: Impact



Minimizing your risk to fail big

In this final module, we reach the final step of The Behavioural Design Method®: Impact. We'll start off by explaining how prototyping beats predicting and planning and will help you minimise your risks to fail big. We'll not only explain to you the importance of prototyping, but we'll also show you what prototypes are and how to make them. In an interactive workshop, you'll start making prototypes for the ideas you and your team came up within the Ideation module.



Test, learn, improve, succeed

We then move into a work session that will bring the whole Behavioural Design Method® together so that you can experience the magic of the model working as a whole. You'll bring the skills you acquired in the Insight module into practice: you'll be testing your ideas via prototypes by interviewing your peers; you'll get feedback (using your skills from the Research module to spot new behavioural insights); you'll use them in the second round of Ideation (using the skills you acquired in the Ideation module to improve your ideas and their flow), and you'll again test improved prototypes (using the skills you learned in the Impact module to come to a working strategy).



Win arguments, convince people, pitch to win

Next up in this module we will teach you how you can use behavioural psychology to convince other people of your working strategies and ideas.



How to set-up the ultimate 5 minute pitch

We'll hand you our Behavioural Bias Overview®, which gives you a very hands-on tool to pitch your ideas to win. And we'll teach you how to set up the ultimate 5-minute pitch.



Examination and graduation

You'll be getting an official certificate when finishing the two-day program. But you'll have to do an examination. You'll be asked to hold a 5-minute pitch with your team to convince a jury and your fellow students of your solution for the behavioural design challenge you've been working on during the two days of the program. We'll end this module with an official graduation and graduation drink. Did you know that if you're a NIMA student, you'll get accredited 15 points?



COMPETENCES

- *I can test, analyze and improve ideas and strategies at an early stage.*
- *I can convince others of my working ideas and strategies.*
- *I know how to use behavioural tactics to convince people.*
- *I know how to do a killer 5-minute pitch.*

A quick impression of our academy

We can keep on talking about the Behavioural Design Academy, but sometimes pictures tell more than a thousand words. Here is an impression of the training.





Is this an official education and do I get a certificate?

Yes, we're an official education acknowledged and globally accredited by the Education Quality Accreditation Commission (EQAC). **The EQAC** is committed to promoting high standards of education, to recognising professional excellence, and providing an invaluable guide to education quality and recognition in the complex sector of worldwide education. To get this accreditation, we were evaluated on a quality code covering our curriculum, our method of teaching and our general conditions. All to make sure that you as a student are guaranteed the best level of education.

We're also one of the highest accredited courses of NIMA (The Dutch Marketing Association). You'll receive 15 NIMA points after completing the program.

“The BDA disrupts the generally established ideas about marketing and communication completely, and replaces them by substantiated alternative ideas that you can apply directly.”

Some frequently asked questions

Here you'll find the answer to some FAQs. Haven't found what you're looking for? *Please make sure to check out [our faqs](#)*



Where's the Academy located?

The course is held in the city centre of Amsterdam. We're actually in one of the most atmospheric buildings of the former Dutch West Indie Company: Old beams, wooden floors and all. It will make you feel right at home. We're a 10/15-minute walk from Amsterdam Central Station, a paid covered parking garage is located at a 10-minute walking distance, and if you come by car, you'll be out of the city in 10 minutes. The virtual training uses MS Teams and Mural. You don't need to install anything and we'll help you with the setup and instructions beforehand.



Who is the Behavioural Design Academy for?

We've had people join from a lot of different industries: From policymakers to health professionals, from advertisers to HR experts, from consultants to entrepreneurs, and much more. Regardless of your industry, if your job is in any way to influence people, the Behavioural Design Academy is where you'll learn how to do this in an effective way using behavioural science.



How is it different than other courses?

You'll learn the 'how', not just the 'what'. To us, the most valuable of the BDA is that you'll acquire 1) knowledge that is truly transformative but also 2) skills and tools to ensure you can apply this breakthrough thinking in practice. Not just listening to keynotes, but 100% actionable skills.



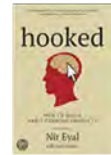
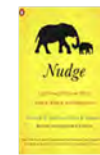
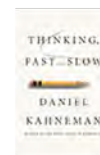
What is the Behavioural Design Academy like?

The SUE | Behavioural Design Academy is a truly transformative experience. It's action-oriented and intense. Maybe you've read about behavioural science, but we'll make you apply it. You will gain know-how that will completely change your view of the world and transform how you approach challenges or projects. You will add psychological intelligence to your skillset.



How much time commitment does it take?

The Academy is spread over two days of 8 hours. We start at 9 AM in the morning and finish at 5 PM CET. We have a graduation drink, but it's totally up to you if you'd like to participate. The virtual training follows the same program only in four sessions of four hours (9.00 - 13.00 hrs CET). You don't have to do any home assignments. We know how hard it is to commit to home duties next to your regular day job or family life. To make sure you'll succeed, we have integrated the practical work into the two course days. The six month follow-up is one email per week that will at most take half an hour to digest.





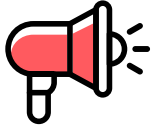
What's the investment for the course?

The tuition fee is € 1.490 excluding VAT* if you pay in full. You can take advantage of our payment plan to pay in five equal payment terms.

SUE | Behavioural Design Academy is an investment for anyone seriously committed to growth. It's a commitment of time, energy and money. That's part of why it works. It also ensures you'll be surrounded by fellow committed, like-minded students. Who have the same ambitious, forward-thinking mentality and have enrolled to acquire new knowledge and be in a learning environment with peers.

** If you are an organisation that is exempted from VAT, we've a special fee arrangement. Please contact us, and we'll inform you about the details.*

What's included in the fee?



Training

Two days of live masterclasses or four half-day sessions in case you decide to join the virtual training. Both are followed up by six months of digital learning. This mixed learning formula will boost the success rate of your new skills mastery.



Tools

All course presentations, materials and tools for you to download and use as many times as you like, accessible 24/7 and updated regularly.



Alumni extra's

Access to the exclusive online alumni community and Alumni Days to keep the learning and contact with like-minded peers going.



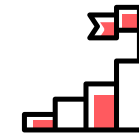
Certification

You'll receive a certificate of recognition of having successfully followed the Behavioural Design Fundamentals Course, worth 15 NIMA points.



Happiness

When training with us on location, breakfast, snacks, lunch, graduation drink, help with finding a hotel, Amsterdam insider tips, it's all included.



Mastery

Fundamentals Course alumni will be granted entry to the Behavioural Design Advanced Course.

A look inside SUE | Behavioural Design Academy



What kind of support do I get?

Once you join the program, you'll get access to our tender, love and care support set-up. This is how we'll help you succeed even after the two course days.



Lesson support

You'll get all the course presentation materials and tools to review, refresh and reuse in your own time.



Community support

You'll be invited to the exclusive Behavioural Design Academy alumni community to keep the conversation going and stimulate peer-to-peer learning.



Learning support

We'll keep inspiring, educating and challenging you in our 6-month Continuous Learning program by email.



Practical support

You'll get cheat sheets and downloadable tools that will help you put your knowledge into practice daily.



Growth support

You'll get access to alumni exclusive discount fees for our expert programs and deep-dive masterclasses that offer further specialisation and advanced learning.



Team BDA support

You've got access to our customer happiness team via email or phone, five days a week, 8 hours a day who are there to answer any questions.

Is the course really right for me?

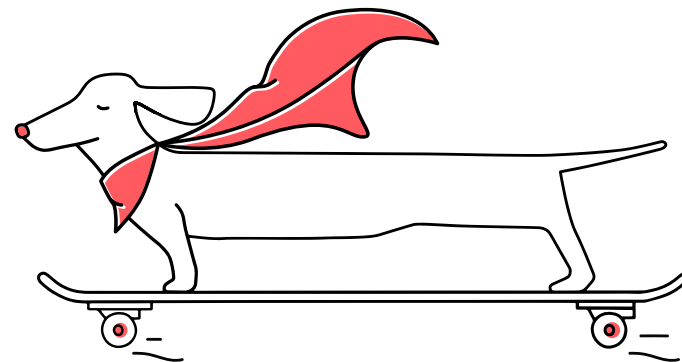
If you need some more assurance you're making the right choice in joining the Behavioural Design Academy, please take a look at the following: [the reviews](#) or take a look at section two of [the faqs](#).

This course is right for you if you want to:

- Learn what human-centred means and what it can return on your investments.
- Learn how you can get people to indeed act upon your ideas or plans and not just gain awareness of them.
- Increase your impact & relevancy with human-first strategies, ideas, and campaigns.
- Grasp the skills of digital disrupters.
- Gain a competitive advantage other than by technological innovation.
- Make your marketing & communication persuasive.
- Create irresistible products, services or policies.
- Increase your sales & optimise your conversions and success rates.
- Get truly excited customers/citizens.
- Unleash your own creativity.
- Nudge people's decision making and choices.
- Validate ideas and strategies before spending all your money.

This course is not right for you if you want to:

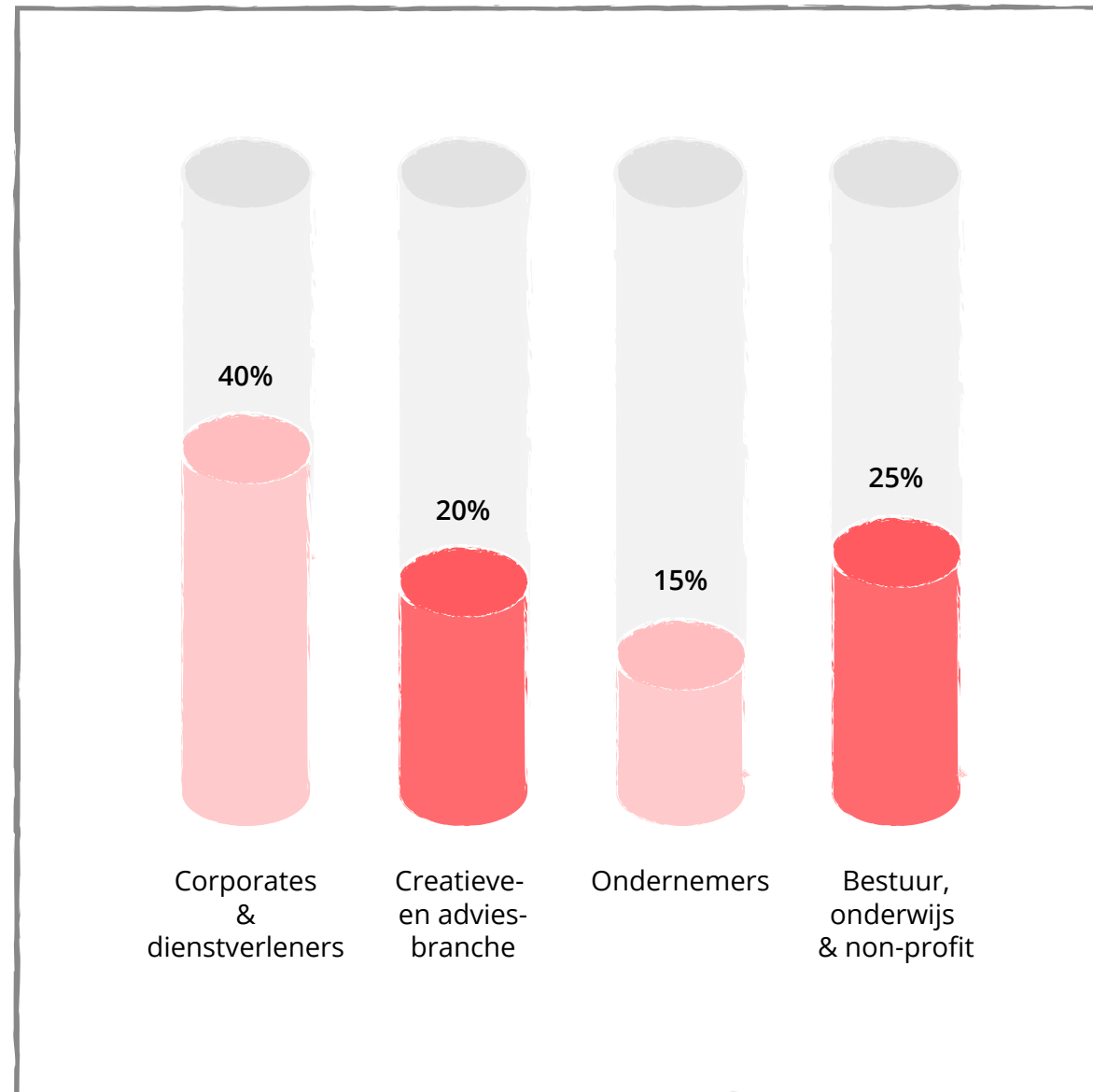
- Boost your technological knowledge.
- Get theoretical knowledge only, not learning by doing.
- Be primarily brand focussed and not human-focused.
- Avoid transforming knowledge that challenge paradigms.



What kind of people join the Fundamentals Course?

People who join are all experienced like-minded professionals who have to influence people in one way or another, but all feel their missing link to succeed is gaining a deep understanding of human psychology and behaviour.

We've had marketers join who want to convince clients of their products. HR managers who need people to embrace change. Entrepreneurs who have to convince investors. Governmental advisors who need people to follow policies.



Some of the organisations our students are from



Editions of the Fundamentals Course

Open Edition

Want to master the fundamentals of behavioural psychology in a mix of professionals from different industries?



THIS EDITION IS RIGHT FOR YOU!



Please contact us for more information about custom in-company training.



In-Company Edition

Want to train your team or company in behavioural psychology while working on a company business case?



THIS EDITION IS RIGHT FOR YOU!

WAT IS HET VERSCHIL:

- Deelnemers van 1 organisatie.
- Werken op een eigen case.
- Voorbeelden worden aangepast.
- Mogelijkheid om te trainen op een eigen locatie.

WHAT'S THE SAME FOR ALL:



Masterclasses & Workshops *- two days -*

In a combination of high-end masterclasses and interactive workshops, you'll learn how human decision making works and how you can translate this knowledge into working strategies and ideas.



Continuous Learning *- six months -*

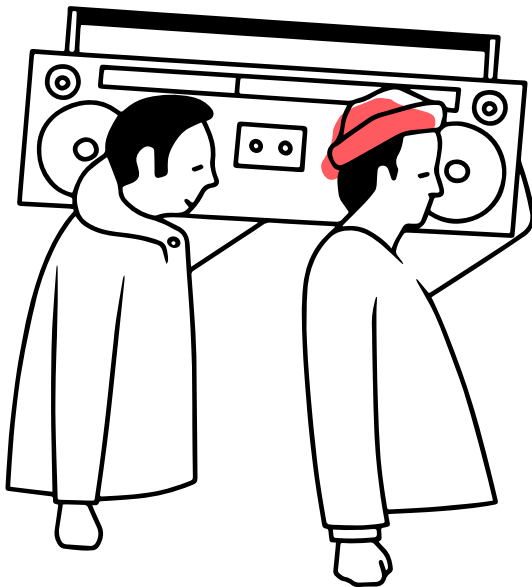
This is followed up by six months of digital training. Every week you'll receive a new lesson in your email with mini masterclasses, new tools or practical tips that will deepen and advance your skills and knowledge.

How can I book a spot?

You can book a spot on our website

If you want to book your spot right away, click on the button below, and we'll take you directly to the course calendar. Here you can select the course date of your preference and book right away.

BOOK YOUR SPOT NOW!



Virtual edition and training on location in Amsterdam

The Fundamental course has two editions: virtual and at our training facilities in Amsterdam. The virtual edition is with a live trainer and real-time interaction with fellow participants. In the [course calendar](#), you can check out the planned dates of both editions.

In-company training

Are you looking to train your team of 8 or more people within your organisation? We offer the Fundamentals Course also in-company. We will customise the course to apply the new know-how directly to an actual organisation case. We are happy to teach at your location if preferred. If you would like more information, please contact us at academy@suebehaviouraldesign.com, and we'll get back to you as soon as possible.

Have to convince your manager?

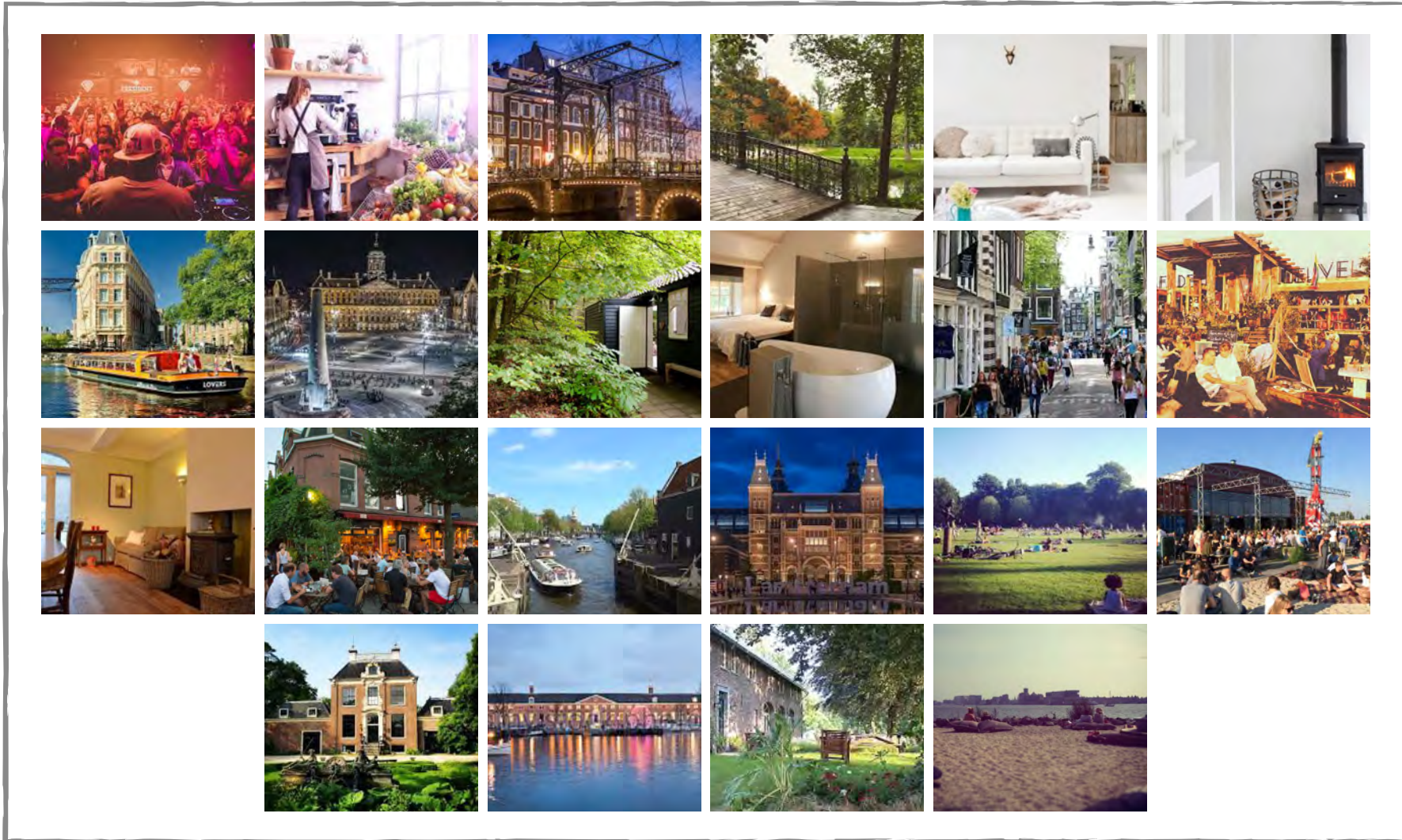
We are fully aware that sometimes you first need to convince your boss or manager. A typical behavioural design challenge we can help you with. We have made you a special download that can help you get into the Academy.

HOW TO CONVINC MY BOSS



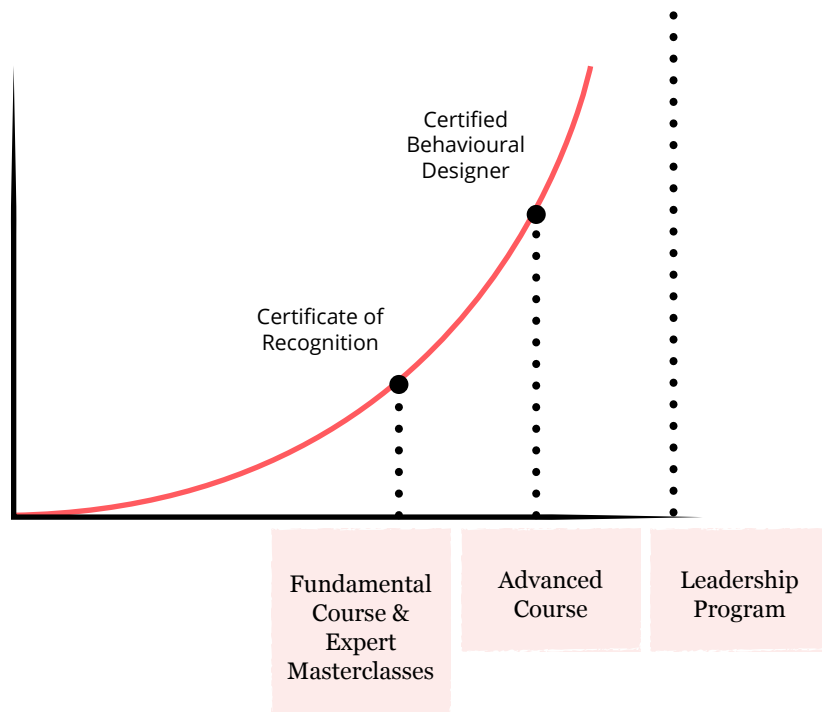
PS...We're your perfect excuse for a trip to Amsterdam

We'll give you the best insider tips of Amsterdam, so you can experience it like a local. We can also help you finding a hotel.



What's next after the Fundamentals Program?

Mastery Curve



Masterclasses *- one day or half day -*

We also offer one-day or half-day expert masterclasses, from persuasive copywriting to behavioural interviewing techniques, from prototyping skills to successful team habits. If you would like to deepen your skills in a specific part of the Behavioural Design Method®. The investment is € 699 for a full day and € 399 for a half-day masterclass, excluding VAT.



Advanced Course - certification *- two month program -*

Once you graduated from the Fundamental Course, you can access the Advanced Course in which you will deepen your skills to apply the Behavioural Design Method with confidence in your own projects. You will work on building your first own Behavioural Design success case during the training. This is even more practical and also includes home assignments. The investment is € 3.490 per person, excluding VAT.



Behavioural Change Lead *- six month program -*

We will be launching an exclusive Behavioural Change Lead program with limited access. More information will follow on our website.



This is an investment in you

We sincerely hope you'll decide to join the SUE | Behavioural Design Academy. It will be an investment in you. Not only will it fast-track your growth, but it will save you months of reading, self-experimenting and studying in time-intensive courses.

You'll acquire behavioural science know-how needed to jumpstart success in your work, but you'll see you will also start applying it to yourself. The knowledge you'll gain can improve your personal life and living environment too. That makes what you'll learn priceless and so much more than we can describe in our curriculum. You'll gain control of the superpowers of behavioural science. And make them work for you in more than one way. And in the end, self-development leads to business development.

We hope to see you at the SUE | Behavioural Design Academy. On behalf of ourselves and our team, we would consider it an honour and privilege to be working with you.

Tom and Astrid

Founders SUE | Behavioural Design

BOOK YOUR SPOT!



You can find more information about SUE on our website suebehaviouraldesign.com. There's information about the advanced course (on location and virtual) of this training and you can find the course calendar. We have limited seats available per edition.



SUE | Behavioural Design Academy

