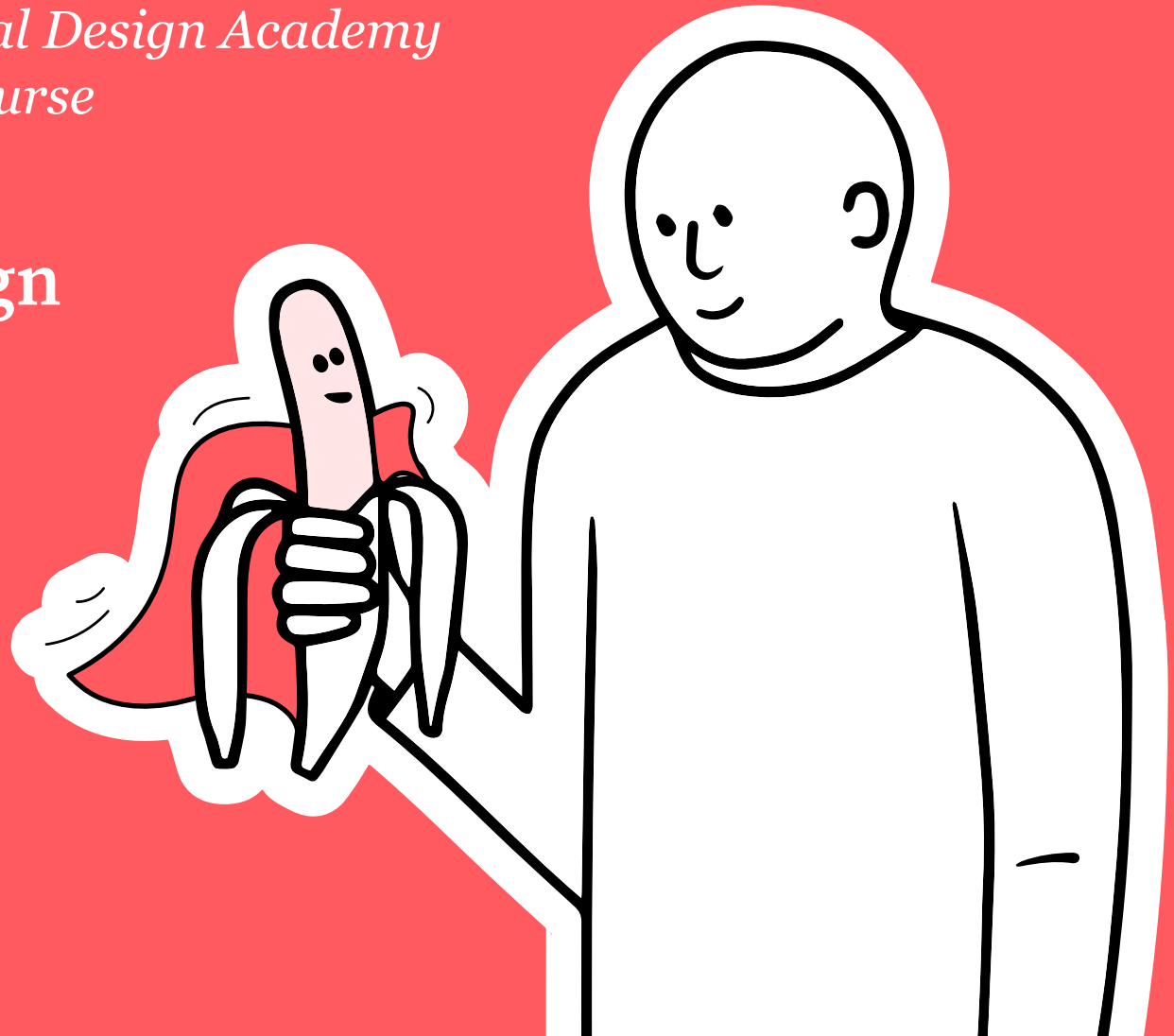


Unlock the Superpowers of Behavioural Psychology

*A look inside SUE | Behavioural Design Academy
in-company Fundamentals Course*

 **Behavioural Design**





Welcome!

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

Whether your team has 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 them turn their approach 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 your team will get the results they'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 your team and organisation 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 Druijf
Happiness & Support



Lisa Maxwell
Happiness & 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 your team the theory and skills to influence minds and shape behaviour.

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

Your team will learn about insight, intervention, impact, and convincing others of your ideas from a behavioural science perspective, to help make their ideas work and boost growth or change.

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

But what exactly am I going to learn?

Whether your team needs to attract more clients, improve sales, launch more effective campaigns, or want people to embrace policies or organisational change, if your talent wants to learn how to turn deep human understanding into desired behaviour, the BDA is the course for them.

They will master the SUE | Behavioural Design Method®, which will help them create a substantial uplift of the certainty that their strategies, ideas, plans, products, services or campaigns will be embraced by people. They'll learn the skills to use behavioural science 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 Behavioural Design Academy right for?

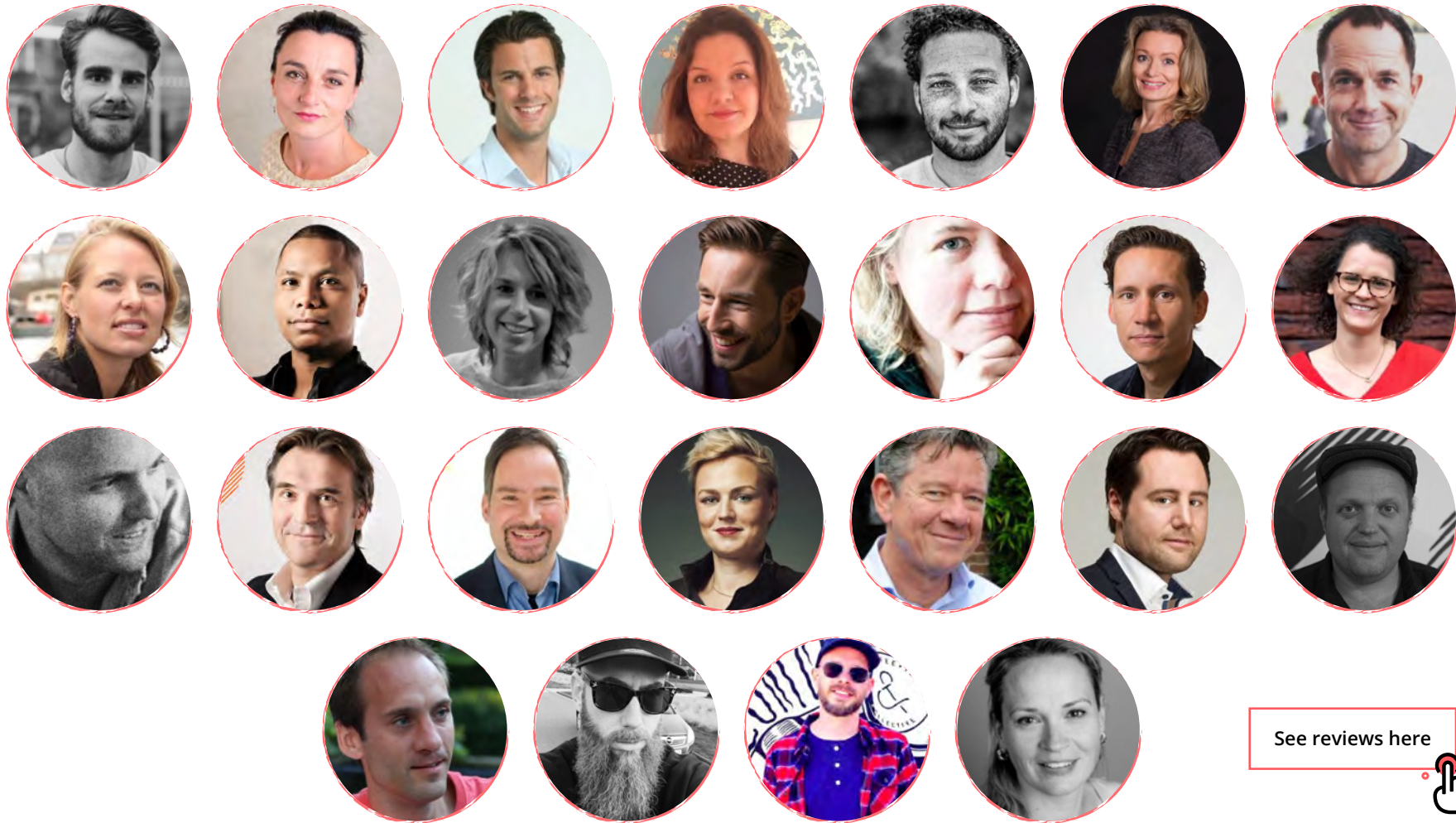
If you want your teams to be able to influence people or change minds, the BDA is suitable for your organisation. Whether you're selling a product or service, have a brilliant new business idea that you can't wait to bring to life, or you've been working on a policy or organisational change that needs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

Whether your team members are enthusiastic starters or experienced serial entrepreneurs, you're in it for the profit or more of a non-profit idealist: We'll teach your team members 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 course. 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 course to make ideas and businesses come to life. Did you know we got an average satisfaction rating of 9,2 out of 10?



How is your team going to learn?

SUE | Behavioural Design Academy is a genuinely mindshifting experience. It's action-oriented and intense. If you Google, you can find loads of information on behavioural psychology. The real value of our course lies in the skills and capabilities your team will develop so they can apply knowledge in practice. It will completely change their view and approach on how to turn ideas into a success.

We'll teach your team this by a combination of high-end masterclasses that are coupled with interactive work sessions. After the two-day course, we'll provide your team with downloadable tools, cheat sheets and advanced training resources to accelerate their 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 your employees will internalise and really use the skills you will learn.

Our commitment is to teach your team how to unlock the superpowers of behavioural science in real life. No theories they'll forget or that are just fascinating. We will help your teams develop the habits to keep on applying what we've taught them 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.”

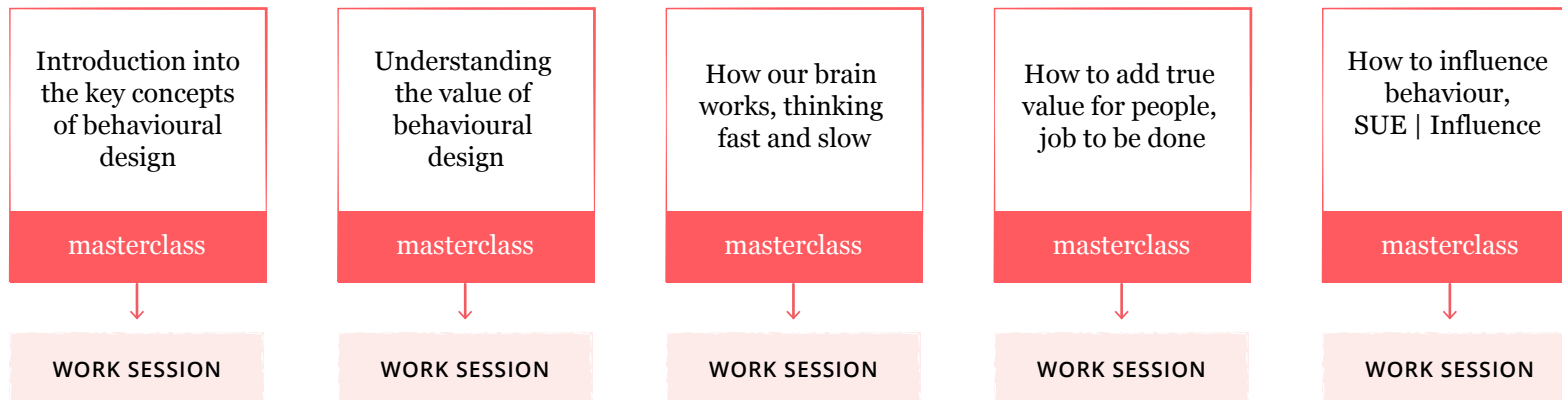


Module 1: The Foundation

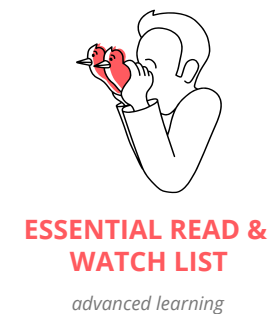
"Behavioural Design Academy gave me a theoretical framework to prove me right and, more often, to prove my assumptions very wrong."



KNOWLEDGE & SKILL



MATERIALS



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 the fundamentals your team needs to master to become a successful behavioural designer. We'll start by giving them some clarification of the buzzword they're surrounded with right now, like design thinking, human-centred thinking and behavioural design. So, they won't be puzzled by that anymore, and they'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 your team the impact it can make and how they can make this impact too. We'll illustrate this with real-life examples.

How our brain works

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

How to add true human value

Your team members will gain a deep understanding of human psychology, and they'll be able to spot a behavioural design problem and opportunity in every challenge they 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 your team will learn how to work with the model in an interactive work session. So, they'll learn by doing right from the start.



COMPETENCES

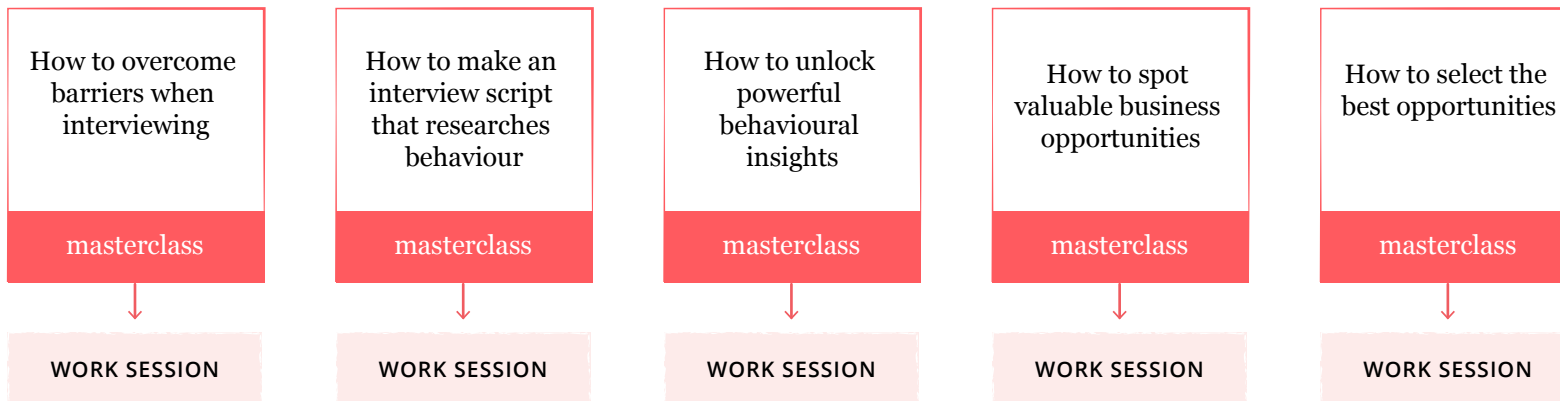
- *I understand the key concepts of behavioural design.*
- *I can spot a behavioural design problem in every challenge I'm trying to solve, revealing new opportunities.*
- *I know how humans make decisions.*
- *I am able to identify the forces that influence behaviour.*

Module 2: Insight

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



KNOWLEDGE & SKILL

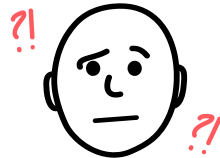


MATERIALS



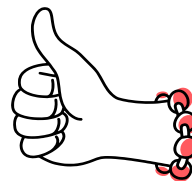
**BEHAVIOURAL
DESIGN CANVAS®**

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.

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.

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.

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.

The Behavioural Design Canvas®

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



COMPETENCES

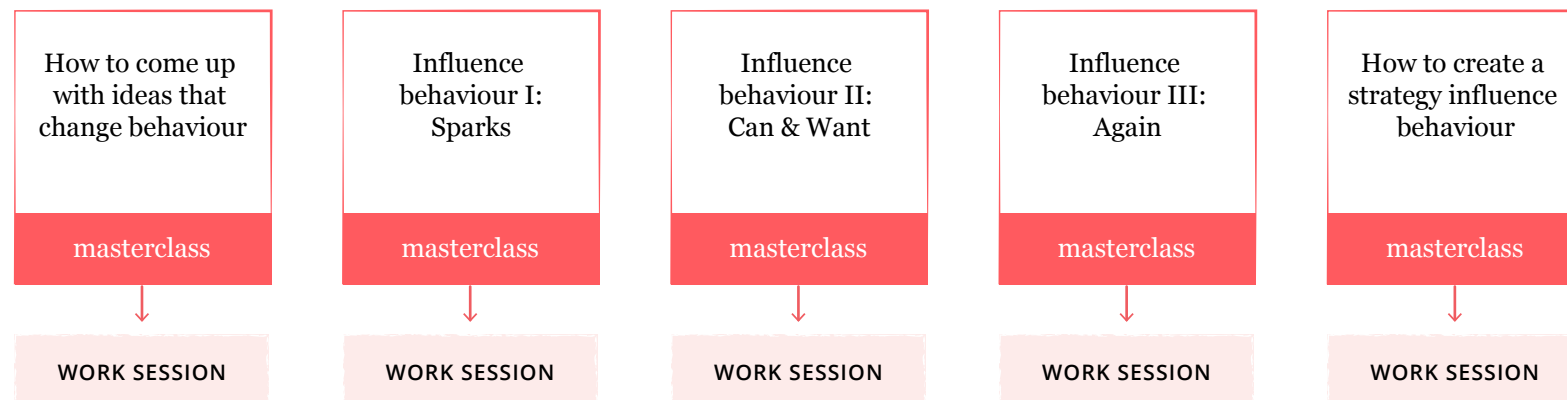
- *I know why and how to research behaviour.*
- *I am able to write an interview script to research real behaviour and not good intentions.*
- *I am able to conduct a qualitative interview.*
- *I am able to spot and select valuable opportunities.*

Module 3: Intervention

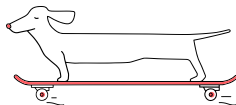
"The BDA disrupts the generally established ideas about marketing and communication completely, and replaces them by substantiated alternative ideas that you can apply directly."



KNOWLEDGE & SKILL

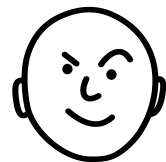


MATERIALS



FLOW MODEL®

downloadable tool



CAN CHEAT SHEET

downloadable tool



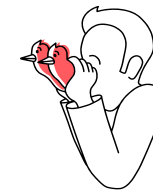
WANT CHEAT SHEET

downloadable tool



BEHAVIOURAL IDEAS TEMPLATE®

advanced learning



ESSENTIAL READ & WATCH LIST

advanced learning

Module 3: Intervention

Unlocking creativity

With this module, we'll guide your team 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 your team members to unleash their 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.

Boosting creativity with behavioural techniques

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



COMPETENCES

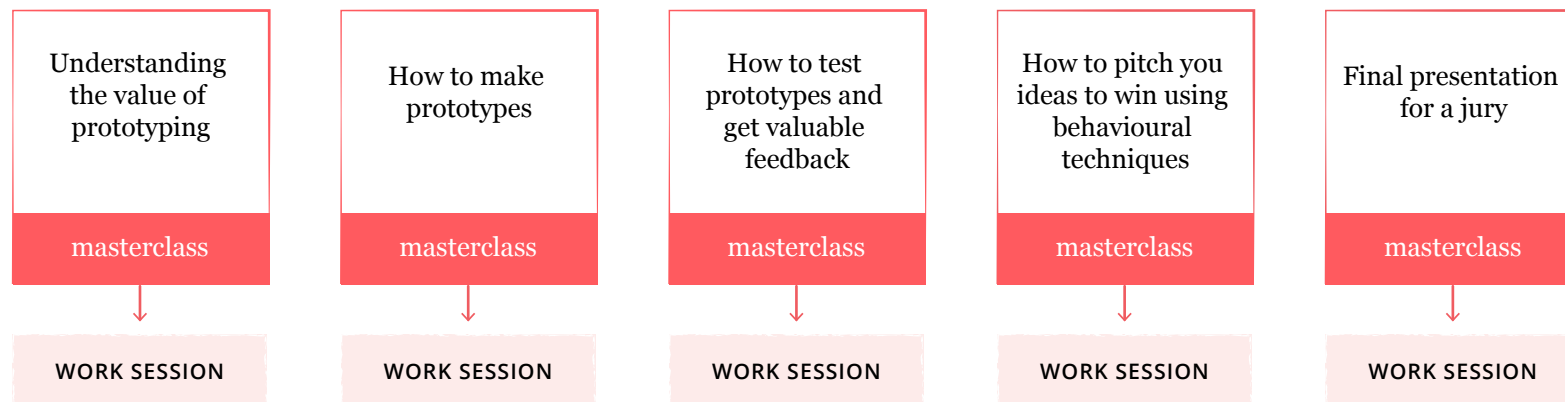
- *I can come up with ideas that can change behaviour.*
- *I understand how you can unlock creativity using the SWAC Model and persuasion principles.*
- *I know how to boost willingness and capability using techniques from behavioural science.*

Module 4: Impact

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



KNOWLEDGE & SKILL



MATERIALS



PERSONAL BIASES CHECKLIST

downloadable tool



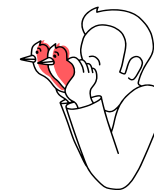
THE PROTOTYPING BIBLE

advanced learning



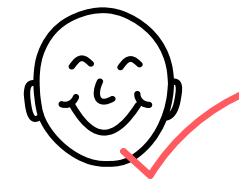
GETTING VALUABLE FEEDBACK

advanced learning



ESSENTIAL READ & WATCH LIST

advanced learning



ALL THE TWO-DAY PROGRAM LESSONS

reference

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 your team minimise their risks to fail big. We'll not only explain the importance of prototyping, but we'll also show what prototypes are and how to make them. In an interactive workbsession, your team will start making prototypes for the ideas they came up within the Intervention 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 your team how they can use behavioural science to convince other people of their 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

Every team member will get an official certificate when finishing the course. But they'll have to do an examination. They'll be asked to hold a 5-minute pitch in a team to convince a jury and their colleagues of their solution for the behavioural design challenge they've been working on during the the course. We'll end this module with an official graduation and graduation drink. Did you know that if you're a NIMA student, they'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 does everyone 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 our students are guaranteed the best level of education.

We're also one of the highest accredited courses of NIMA (The Dutch Marketing Association). Your team members will receive 15 NIMA points after completing the course.

“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 your team 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 people come by car, they'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 everyone 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 your team will learn how to do this in an effective way using behavioural science.

How is it different than other courses?

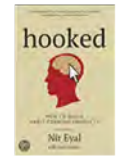
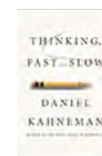
Your team will learn the 'how', not just the 'what'. To us, the most valuable of the BDA is that you'll acquire 1) knowledge that is truly transformative but also 2) skills and tools to ensure they can apply this breakthrough thinking in practice. Not just listening to keynotes, but 100% actionable skills.

What is the Behavioural Design Academy like?

The SUE | Behavioural Design Academy is a truly mindshifting experience. It's action-oriented and intense. Maybe you've read about behavioural science, but we'll make your team apply it. They will gain know-how that will completely change their view of the world and transform how they will approach challenges or projects. You will add psychological intelligence to your team's 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 your team if they'd like to participate. The virtual training follows the same program only in four sessions of four hours (9.00 - 13.00 hrs CET). Participants don't have to do any home assignments. We know how hard it is to commit to home duties next to their regular day job or family life. To make sure they'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?

For in-company training we make a tailor-made budget fit to the number of participants and/or location.

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 participants are surrounded by fellow committed, like-minded professionals. 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 teams' new skills mastery.



Tools

All course presentations, materials and tools for your team to download and use as many times as they 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.



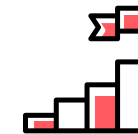
Certification

Every team member will receive a certificate of recognition of having successfully followed the Behavioural Design Fundamentals Course, worth 15 NIMA points.



Happiness

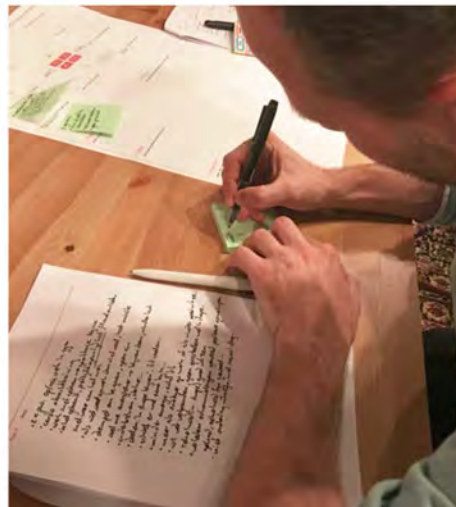
When training with us on location, breakfast, snacks, lunch, graduation drink, help with finding a hotel, Amsterdam insider tips, it's all included.



Mastery

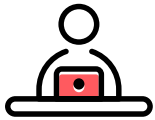
Fundamentals Course alumni will be granted entry to the Behavioural Design Advanced Course.

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

Your team gets all the course presentation materials and tools to review, refresh and reuse in their own time



Community support

They'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 your team members in our 6-month Continuous Learning Program by email.



Practical support

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



Growth support

They'll get access to alumni exclusive discount fees for our events and we regularly launch masterclasses that offer further growth and advanced learning.



Team BDA support

Everyone has 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?

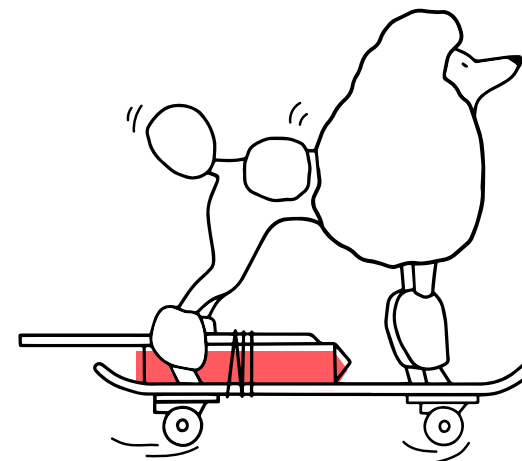
If you need some more assurance you're making the right choice in joining the Behavioural Design Academy, please take a look at the following: [the reviews](#) or take a look at section two of [the faqs](#).

This course is right for you
if you want your team 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:

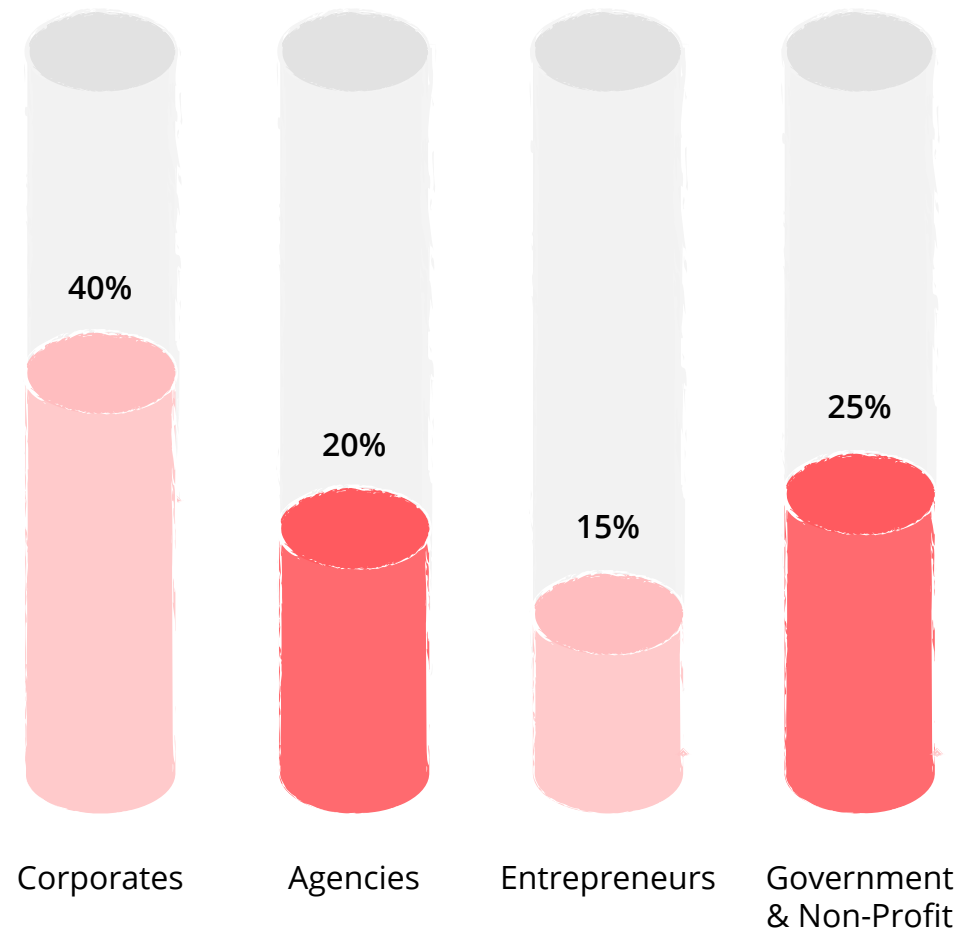
- Boost your technological knowledge.
- Get theoretical knowledge only, not learning by doing.
- Be primarily brand focussed and not human-focused.
- Avoid transforming knowledge that challenge paradigms.



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 your team to get up-to-speed with the latest of behavioural science and master a method to influence customer, employee or citizen behaviour?



**THIS EDITION IS
RIGHT FOR YOU!**



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



In-Company Edition

Want to give your team the same training and bring your target audience into the process? Want to do a behavioural analysis and solve an actual team case?



**THIS EDITION IS
RIGHT FOR YOU!**

WHAT'S DIFFERENT HERE:

- We work on an actual team case.
- We'll do in-depth interviews and a behavioural analysis of your target audience.
- We'll design interventions to influence your target audience's behaviour.

WHAT'S THE SAME FOR ALL:



Masterclasses & Workshops *- two days -*

In a combination of high-end masterclasses and interactive work sessions, your team will learn how human decision making works and how they can translate this knowledge into working strategies and ideas. There will be an one-hour virtual follow-up session to help your team apply what they've learned.



Continuous Learning *- six months -*

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

How can I book an in-company training?

BOOK YOUR SIXTY NOW!



You can book a spot on our website

We can imagine you first want some more information before booking an in-company training. Please feel free to book an hour of free consultation with us. We gladly discuss how we can customise the training to fit your needs. You can also contact sue@suebehaviouraldesign.com or give us a call at **+31 (20) 223 46 26**.



Virtual edition and training on location in Amsterdam or your location

We can train your team at our fully-equipped training location in Amsterdam; we can come over to your location or train your team virtually. Whatever suits you best, and we'll make it work!

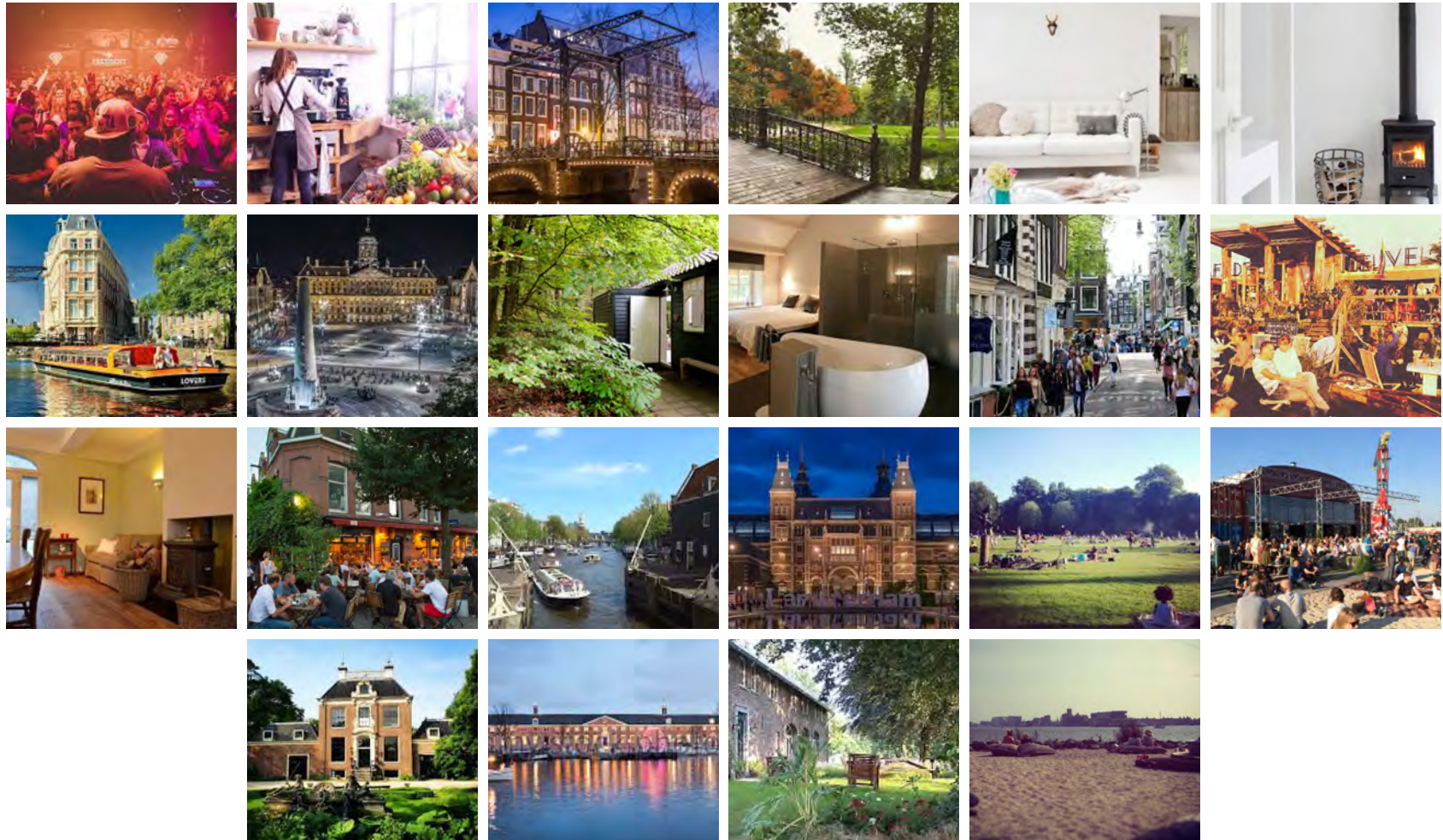


In-company training

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.

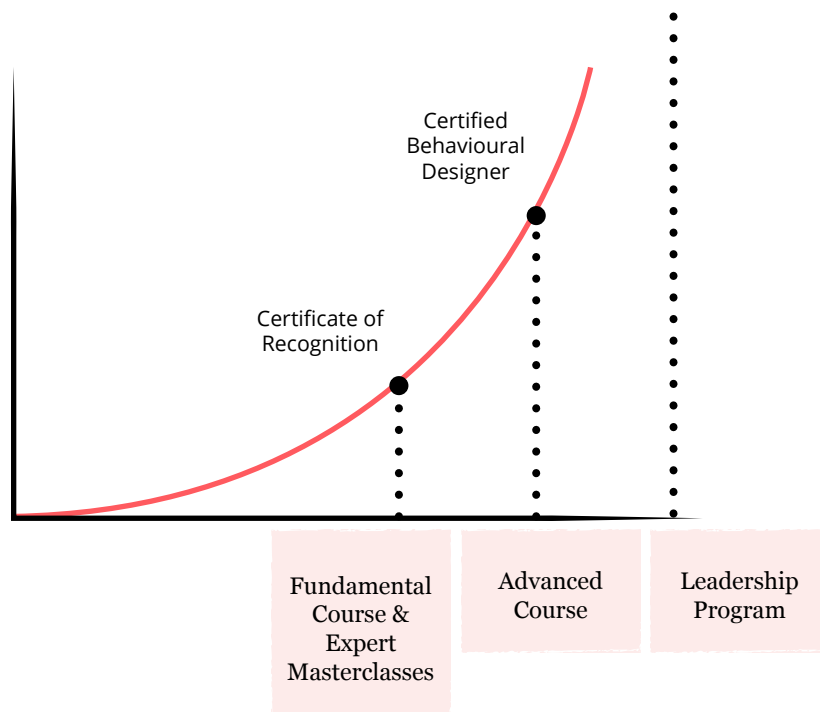
PS...We're your perfect excuse for a trip to Amsterdam

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 Course?

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®.



Advanced Course - certification *- two month program -*

Once graduated from the Fundamental Course, your team members can access the Advanced Course in which they will deepen their skills to apply the Behavioural Design Method® with confidence in their own projects. They will work on building their first own Behavioural Design success case during the training. They'll be certified as Behavioural Designer. This training is even more practical and also includes home assignments.



Behavioural Change Lead *- six month program -*

We will be launching an exclusive Behavioural Change Leadership 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 your team members' growth and your organisations impact. Not only will it fast-track their personal development, but it will save them months of reading, self-experimenting and studying in time-intensive courses.

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

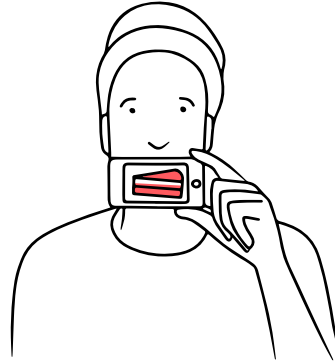
We hope to see your team at the SUE | Behavioural Design Academy. On behalf of ourselves and our team, we would consider it an honour and privilege to be working with them.

Tom and Astrid

Founders SUE | Behavioural Design



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

