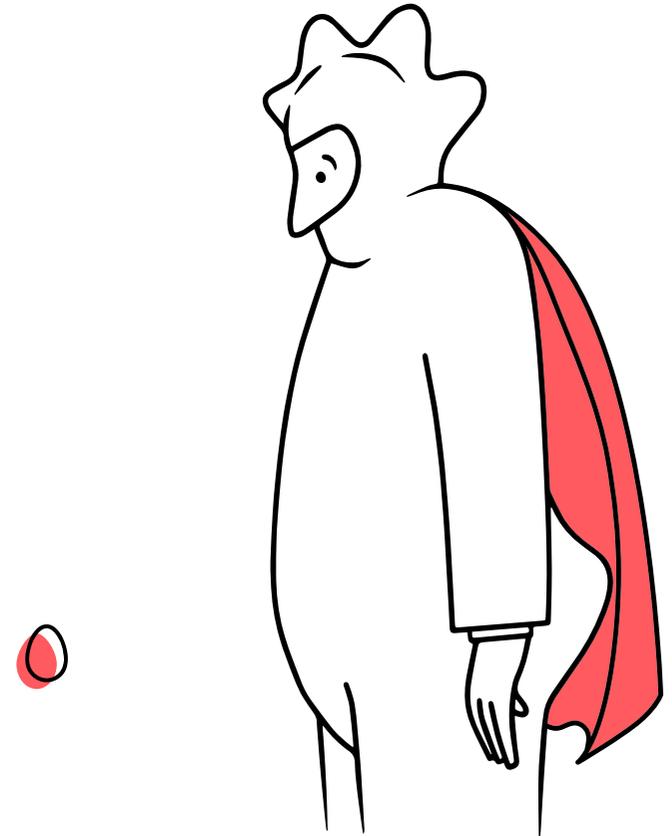


Unlock the Superpowers of Behavioural Design

SUE | Behavioural Design Academy Advanced Course

SUE | Behavioural Design





Welcome back!

We are so thrilled that you are interested in the Behavioural Design Advanced Course. We are always so excited when we meet people who have the same mission to inject behavioural science into their work, life or living environment.

We hope you are ready to take things to the next level. You have a rock-solid foundation with the Fundamentals Course, but now we will turn it up a notch. This course is your gateway to becoming a certified Behavioural Designer.

That sounds nice and all, but what is in a name? Well, the next level Behavioural Design game! After completing this course, you can set up and lead a Behavioural Design Sprint from behavioural insight to intervention, from prototyping to testing. We will deepen your know-how of behavioural design principles and provide you with new tools and templates to help you apply Behavioural Design in practice with confidence.

It could make you the Behavioural Design expert in your team or the person that drives change and innovation within your organisation based on behavioural science. The sky is the limit.

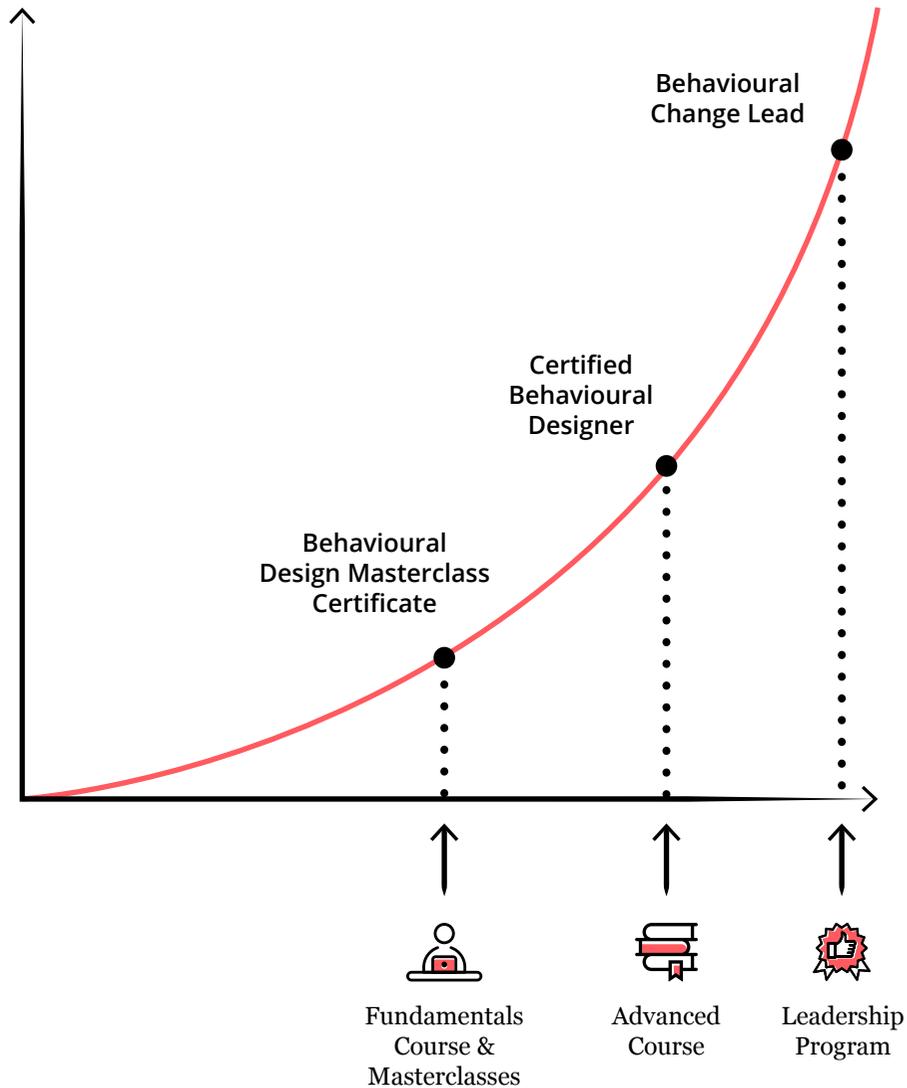
This course is even more practical. You will build your first Behavioural Design success case, get home assignments and get personal one-on-one coaching, next to masterclasses and workshops. It will be intense and inspirational. But we think you are up for it.

We hope to see you in our Advanced Course!

All the best for now,

The BDA team

BEHAVIOURAL DESIGN MASTERY CURVE



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

The Behavioural Design Advanced Course is intensive training in a group of eight people maximum on five full-time days (on our location) and three 30-minute virtual coaching sessions spread out over three months.

By participating in the Advanced Course, you take another vital step in mastering Behavioural Design. Whereas you've learned the founding principles in the Fundamentals Course, you will progress your know-how even more in this course, especially on applying Behavioural Design in your daily work or projects.

You will build further upon the steps you already took in the Fundamentals Course. After this course, you will have the strategic and creative confidence to design interventions that shape choice and behaviour.



Who is the Advanced Course right for?

Suppose you want to be the person in your team or organisation that inject behavioural intelligence into projects, who can set up and run behavioural Design projects, who wants to make a customer-centric strategy come to life for real then this course is perfect for you.

The Advanced Course is only accessible for people who have successfully graduated from the Behavioural Design Fundamentals Course (formerly known as Foundation Course). This ensures like-minded, forward professionals will surround you, and you will also benefit from peer to peer learning.

“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?!



See reviews here 

How am I going to learn?

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

Contrary to the Fundamentals Course, you'll be working on an individual (personally initiated) assignment, so you will genuinely come to tangible and validated solutions to a real business challenge of your own.

The Advanced Course is very practise-oriented and aimed to build more confidence and skills to apply the SUE | Behavioural Design Method®. It is an intensive program in which we expect you to do some home assignments and study. Therefore, we have integrated extra time within the program to make this achievable. The program spans three months, including six training days and coaching sessions in between.

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

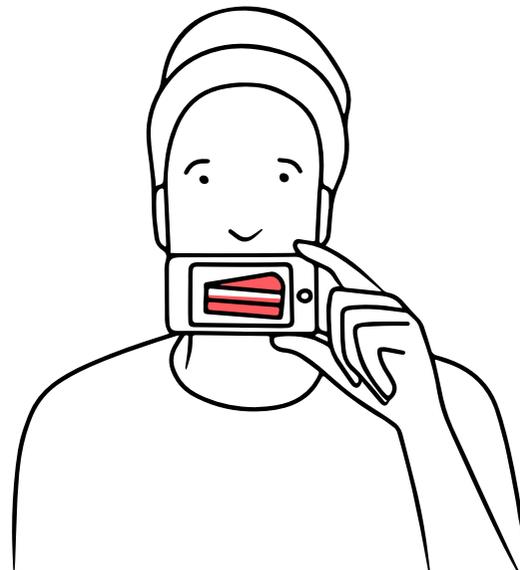


The Advanced Course Program

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| <p>1. Homework 1 (4 hrs)</p> | <p>Recap and Preparation</p> | <ul style="list-style-type: none"> ● Before the first training day starts, you will need to refresh your memory on system 1 and 2 thinking, the SUE Influence Framework® and the influence tactics. Will we give you a handy reading list to help you do this with ease. ● Moreover, you will have to select an actual case you want to solve during the course. Make sure the case has a behavioural change as a goal, and make sure it is aimed at a target audience you can reach. You must do actual interviews with them, so you need to be able to access them. ● Finally, make sure to schedule enough time between the training days to work on your case. ● We will also give you a recap on how to translate the goals of your company or organisation into working behavioural statements. |
| <p>2. Training day 1 (9.00 - 16.00hrs)</p> | <p>Behavioural Design Sprint: set up and kick-off</p> | <ul style="list-style-type: none"> ● We will take you step-by-step through the SUE Behavioural Design Sprint process. We'll explain the critical moments and tell you all about the lead times. Moreover, we will extensively discuss your role as a future Behavioural Design Lead. ● Next, you will start with the kick-off of your case. You will learn how to select the right respondents and write a good script for your interviews. We'll introduce you clever interview tactics and the most important do's and don'ts to make sure you will unlock valuable behavioural insights. |
| <p>3. Homework 2 (2hrs)</p> | <p>Recruiting respondents</p> | <ul style="list-style-type: none"> ● You will have to start recruiting six respondents and plan the interviews, which have to occur after the day of training. |

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| <p>4. Training day 2 (9.00 - 16.00 hrs)</p> | <p>Insights: Theory and preparation</p> | <ul style="list-style-type: none"> ● We'll teach you how to set up an SUE Influence Framework® to power up your behavioural analysis. We'll discuss the different elements of the framework and show you step-by-step how to work with the Influence Framework® in a Behavioural Design Sprint. We'll show you what you have to do as Behavioural Design Lead and show you the ropes of uncovering opportunities, 'quick wins,' and most importantly, behavioural barriers. We'll discuss several cases from practice to make the Behavioural Design Sprint come to life. |
| <p>5. Homework 3 (16 hrs)</p> | <p>Insights: execution</p> | <ul style="list-style-type: none"> ● You are now ready to go out and do your interviews. You have three weeks to talk to your target group before the next training day. You'll plot your insights on your SUE Influence Framework® and identify the most promising opportunities and most critical barriers for behaviour change. Next, you have to translate spotted opportunities into 'How Might We'-questions. After this, you are ready for Ideation. Don't worry: you won't be on your own. We are there for you if you have any questions or need help during the process. |
| <p>6. Training day 3 (9.00 - 16.00 hrs)</p> | <p>Ideation</p> | <ul style="list-style-type: none"> ● We'll teach you several new Ideation techniques and methods to develop effective interventions with a team. Moreover, you will learn new behavioural influence principles. We'll extensively consider your role as a future lead in the Ideation process. We discuss various cases from practice to bring everything even more to life. You will apply the learned techniques directly to your case. |
| <p>7. Homework 4 (4 hrs)</p> | <p>Developing ideas and recruiting respondents for the prototype test</p> | <ul style="list-style-type: none"> ● Filled with inspiration and enthusiasm about what you are already capable of doing on training day 3, you will continue working on your case. You will recruit five new respondents for interviews that will take place on the next training day. |

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| <p>8. Training day 4 (9.00 - 16.00 hrs)</p> | <p>Prototyping: Test plan and creation</p> | <ul style="list-style-type: none"> ● You will translate your ideas into testable prototypes. We'll discuss the importance of prototyping and show you different ways to do great prototyping. You will learn to make a 'rapid prototype' and collect helpful feedback with prototyping interviews. You will know all the important 'do's and don'ts' of a prototype test. We discuss several cases to inspire you. ● You will immediately start setting up your prototype test. |
| <p>9. Homework 4 (10-12 hrs)</p> | <p>Prototyping: execution</p> | <ul style="list-style-type: none"> ● In the two weeks until the next training day, you will make prototypes and test them with the five new respondents. You incorporate everything in a ten-minute final presentation. |
| <p>10. Training day 5 (9.00 - 17.00 hrs)</p> | <p>Integration</p> | <ul style="list-style-type: none"> ● We listen to all final presentations and look back at the progress and results of the sprints that you and the other participants have completed. You will then start integrating elements from the methodology into your daily way of working. Finally, we will identify opportunities for the next sprint or short-format Behavioral Design project in your own company or organisation. |



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.



You will be officially certified as Behavioural Designer.

“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 be sure to check out our [FAQs](#).

Where's the Academy located?

The program 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.

Who is the Behavioural Design Academy for?

We've had people join from a lot of different industries: From politicians to health coaches, from advertisers to HR specialists, from dentists to consultants and much more. Regardless of your industry, if your job is in any way to connect with people and get them to do something, The Behavioural Design Academy is where you'll learn how to do this in an effective way using behavioural psychology.

How is it different than other courses?

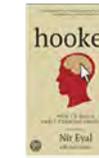
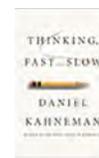
You'll learn the 'how', not just the 'what'. To us, the most valuable of the BDA is that you'll acquire 1) knowledge that is truly transformative but also 2) skills and tools to ensure you can apply this breakthrough thinking in practice. Not just listening to keynotes, but 100% actionable skills.

What is the Behavioural Design Academy like?

The SUE | Behavioural Design Academy is a truly transformative experience. It's action-oriented and intense. If you Google, you can find loads of information on behavioural science. The real value lies in the skills and capabilities you'll develop that you can apply in practice, which will completely change your view and approach to turning your ideas into a success.

How much time commitment does it take?

The Advanced Course consists of 8 full-time days of training (9.00 - 16.00 hrs), three 30-minute one-on-one coaching sessions spread over three months. It does take some commitment outside these hours. For instance, you will have to do your own interviews and have to find your own respondents. You have to make your own prototypes and, to graduate, make a final presentation of your Behavioural Design solution.





What's the investment for the program?

The tuition fee is € 3.490 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 fellow committed and like-minded participants will surround you 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 have got a special fee arrangement. Please contact us, and we'll inform you about the details.*

What's included in the fee?



Training

The Advanced Course is a three-month program with a combination of masterclasses, work sessions, home assignments, and personal coaching to master the SUE | Behavioural Design Method® further and build a first Behavioural Design success case at the same time.



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

This Course is our official certification course. If you have attended all live classes, finished your home assignments, solved your Behavioural Design case, and presented the results showing you have grasped Behavioural Design. In that case, you will receive an official certificate entitling you to add your certification as Behavioural Designer to your resume.



Happiness

We will pamper you to make sure you stay energised and get the most out of your training. We will take care of a healthy vegetarian breakfast, snacks and lunch: all with the secret ingredient love. A graduation drink, help with finding a hotel, Amsterdam insider tips, it's all included.



Mastery

Your know-how of the method is advanced with the new theory, tools and templates. This training is meant for you if you want to deepen your Behavioural Design skills and want to apply Behavioural Design in a project with confidence. The course is an official certification program.

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 training.



Lesson support

Masterclasses and work sessions are taught by a senior Behavioural Design practitioner. In the interactive work sessions you immediately start to work on your challenge to help you advance quickly.



Practical support

All course materials and slides and all new tools and templates in PDF, downloadable 24/7.



Personal support

You will get three one-on-one virtual coaching sessions in which the trainer will help you tackle hurdles and help you move forward in building your case.



Growth support

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



Learning Support

We'll keep inspiring, educating and challenging you with articles, podcasts and videos.



Team BDA support

Our dedication, positive drive and genuine commitment to make your learning experience as valuable as possible.

Is the course really right for me?

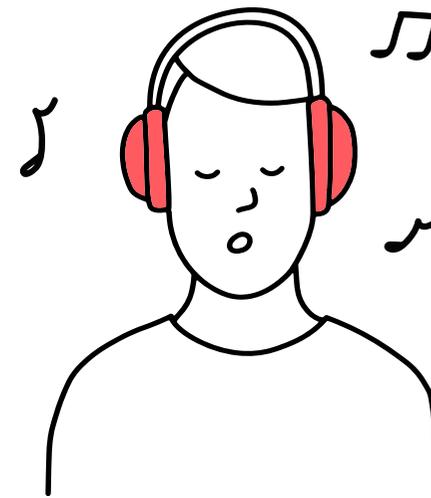
If you need some more assurance you're making the right choice in joining the Advanced Course, please take a look at the following: *the testimonials* or take a look at section two of *the faqs*.

This program is right for you if you want to:

- Master the Behavioural Design Method® further to be able to apply it in practice with confidence?
- Create your first Behavioural Design success case?
- Learn how to apply the Behavioural Design Method® in a project. Which preparation it takes, and how you can define a behavioural challenge that works.
- Truly master all aspects of behavioural analysis and broaden your behavioural interviewing skills?
- Ace the SUE | Influence Framework® by applying it to your own case. And learn how to analyse and plot the insights you acquire during the interviews. Plus: Do you want to learn how to make a human journey.
- Broaden your know-how on techniques from behavioural science to come to a strategy or ideas that will predictably influence choice and behaviour.
- Learn from practitioners how to make a successful prototype that will result in the best learnings, and wish to understand what follow-up steps could or should be.
- Be officially certificated as a Behavioural Designer.

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

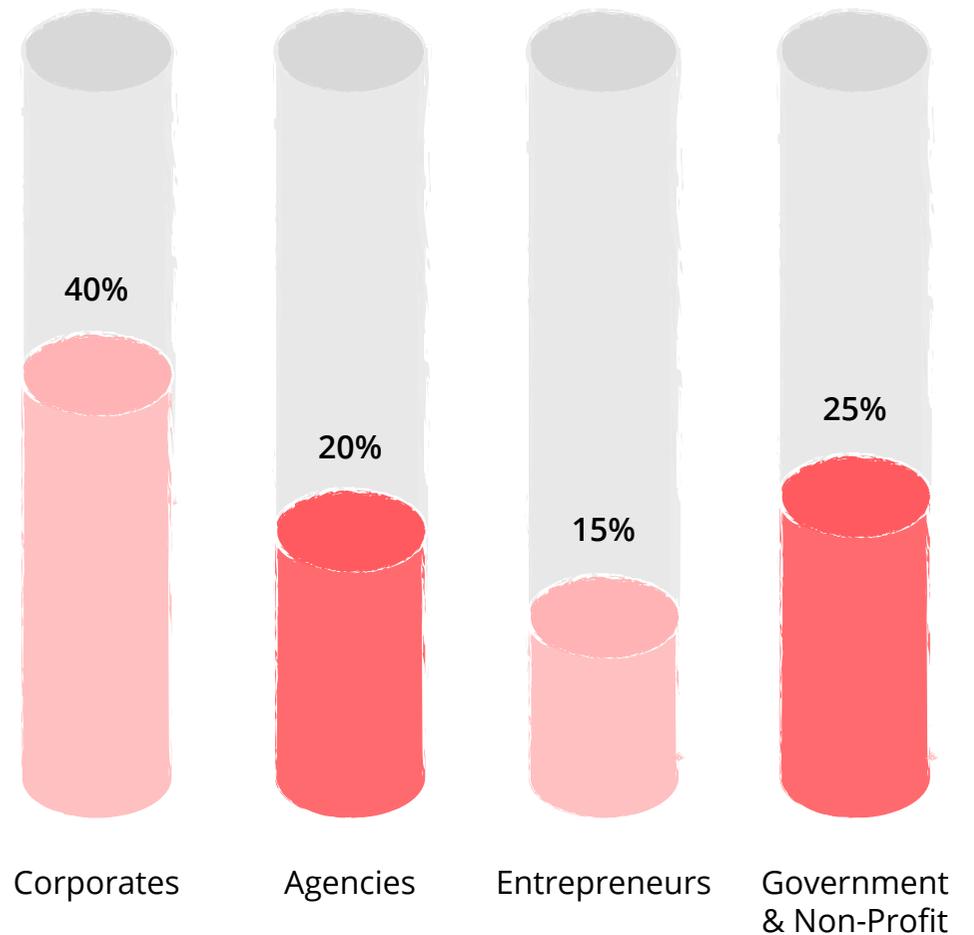
- Boost your technological knowledge.
- Get theoretical knowledge only, not learning by doing.
- Be primarily brand focussed and not human-focused.
- Avoid transforming knowledge that challenge paradigms.
- To avoid home assignments and own interviews.



What kind of people join the Advanced Course?

People who join are all experienced, like-minded professionals who have to influence people in one way or another. Still, 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 Advanced Course

Open Edition

Want to master the advanced skills in a mixed group of professionals from different industries?

THIS EDITION IS RIGHT FOR YOU!

Team Edition

Want to train your team or company in advanced Behavioural Design while working on a company business case?

THIS EDITION IS RIGHT FOR YOU!



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



WHAT'S DIFFERENT HERE:

- Participants from one company
- Example cases tailored to industry
- Possibility to teach at own location

WHAT'S THE SAME FOR ALL:



Masterclasses & Workshops *- two days -*

In a combination of high-end masterclasses and interactive work sessions, you'll learn how to set up and lead a Behavioural Design project while solving an actual case.



One-on-One Coaching *- six months -*

Every participant of the Advanced Course will have three 30-minute one-on-one coaching sessions with a senior Behavioural Design Lead. Making sure your case will be a success.

How can I book a spot?

BOOK YOUR SPOT NOW!



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.

Training on location in Amsterdam

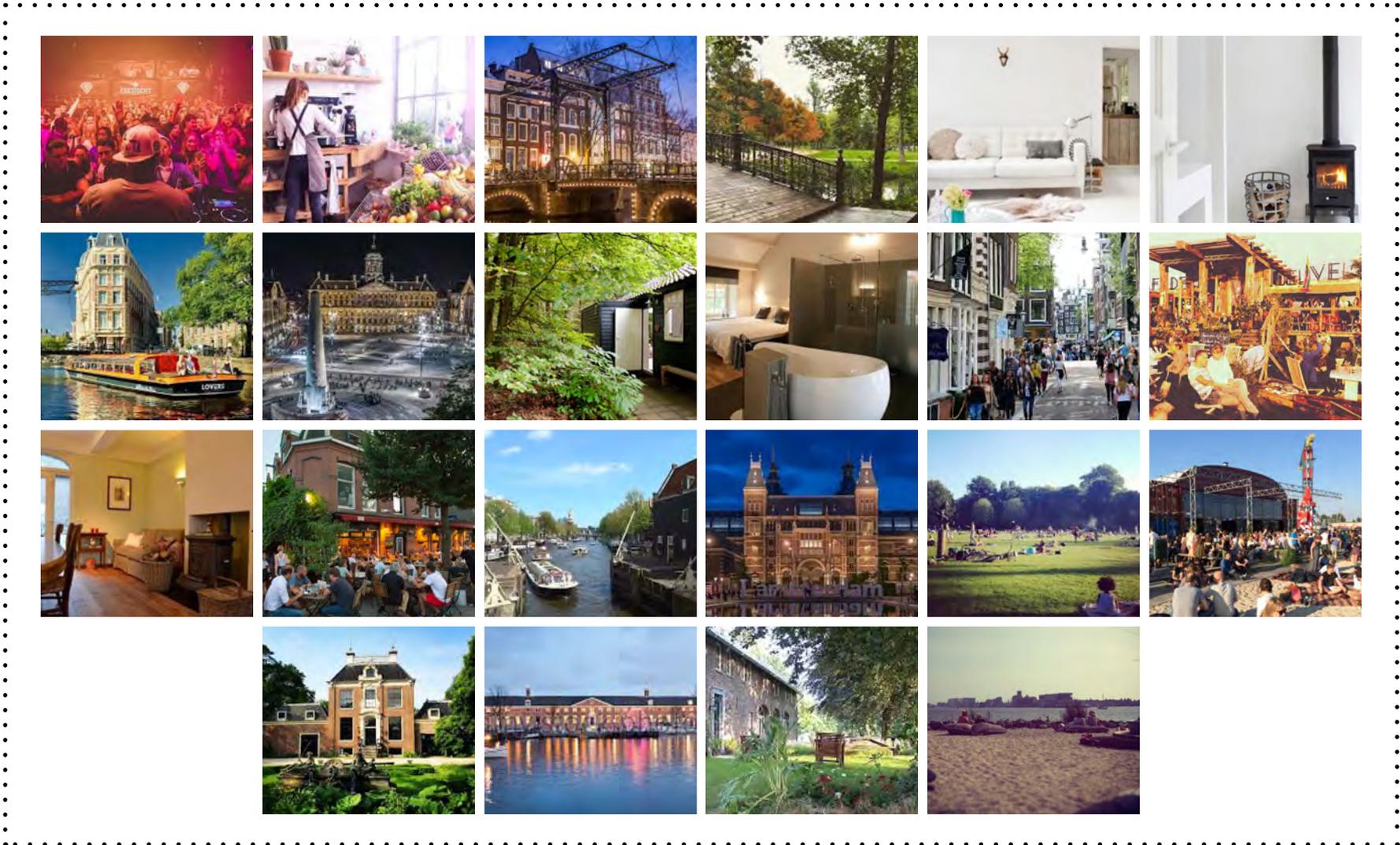
The Advanced Course is a live edition at our training facilities in Amsterdam. We want to be able to coach and help you make the most of this training. The coaching sessions are virtual.

Team training

Are you looking to train your team of 8 or more people within your organisation? We offer the Advanced 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@sueamsterdam.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 that you can experience it like a local. We can also help you finding a hotel.



This is an investment in you

We sincerely hope you'll decide to join the SUE | Behavioural Design Academy Advanced Course. 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 extended programs.

You'll acquire the Behavioural Design 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 again 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

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



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