

WHO & WHY?



For anyone who wants to know more about behavioral science, and the ways in which understanding and anticipating human behaviour can be used to powerfully and positively influence behaviour.

Outcomes

- ✓ Understand the key principles and methods of Nudge Theory
- ✓ Feel confident in applying these to positively influence behaviour
- ✓ Begin to apply Nudge to relevant applications within the organisation
- ✓ Improve success rates of behaviour change interventions, with less expense (higher ROI)

Content

- Nudge quiz, history & principles
- Nudge methodology: EAST & DUSI
- MINDSPACE explained, with examples
- Case work and reflection

Learning Approaches

 core learning input

 quiz round

 tools & templates

 learning recap quiz

 videos

 open discussion

 case work

 on site or  online

“ The course was a fantastic way for me to realise and utilise skills that I was unaware I possessed. My experience of engaging with the course was incredibly valuable and eye opening. The way in which the course was constructed, organised and delivered worked brilliantly

Dance and Theatre Artist,
Manchester

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