

# Introduction to Behavioural Economics

Please find below more information indicating the aims, our training approaches and a sample of the structure of the programme.

## Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

## Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** presentations will be used in order to provide the background of each subject and create discussion and questions.
- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest

of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest

- **Case studies:** case studies will be used so as to facilitate and trigger discussion, as well as allow external benchmarking so as to achieve competitiveness
- **Group work:** group work will be used in order to facilitate practical understanding of the issues and in order to enhance team working, team building and cooperation amongst participants

## Sample programme

### 9.15 **Session Objectives**

- How to develop your business, marketing sales and NPD approaches by understanding how your target audience and stakeholders (B2B and B2c) make choices, and how to affect those choices.

### 9.30 **Part 1: What is BE and why it shakes assumptions:**

- Why we don't think the way we think we think
- Memory and emotion
- The issue of Control

### 10.15 **Part 2: 12 Key Principles of BE, chinked in sections including:**

- The Primacy of Emotion
- System 1 and System 2
- The Universal Emotions
- Loss Aversions
- Heuristics
- Priming and Anchoring etc.
- INCLUDES TEAM EXERCISES
- *[break c 10.45]*

12.30 Lunch Break

### 13.15 **Part 2: Continued:**

- How do we research System 1?
- Why *context* can trump *content* [and personality]
- Simplicity/chunking and implications for comms
- INCLUDES TEAM EXERCISES

- Implications for Organisational and Cultural Change

15.30 Break

**15.45 Part 3: Biases of the brain and why they matter:**

- Recency; primacy and availability
- Change blindness
- Representativeness

**16.45 Summary, Implications and Insights**