

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

10.00 **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

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

Part 2: 12 Key Principles of BE, chunked 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**

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

14.30 Break

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

- Recency; primacy and availability
- Change blindness
- Representativeness

16.00 Summary, Implications and Insights

Our trainer

Anthony Tasgal

Tas runs courses on Storytelling, Behavioural Economics, Insightment and Creative Briefing amongst others in the UK, US, China and UAE.

He is also a long-term Ad Agency planner/Strategist and still freelances with several ad agencies and clients.

He is an Associate Lecturer at London College of Communications, Bucks New University, Nottingham Trent and Beijing Normal Universities.

Tas is also a Principal Advisor for CIO Connect in Hong Kong, the premier advisory service dedicated to CIOs and other technology leaders in Hong Kong.

Tas is a regular speaker at international conferences, for example, keynoting [an actual verb] at the US Insights Association “Next” conference in [New York in May 2017](#) as well as at the Australian Market Research Society [annual conference in Sydney](#) in September 2017.

He is the author of [The Storytelling Book](#), the award-winning guide to using storytelling techniques to improve presentations and communication. The book is already on a fourth reprint.

A short clip from a recent book talk is [here](#) and an article from Management Today is [here](#).

His new book “[The Inspiratorium](#)”, a compendium of insight and inspiration is full of thinkers thoughts and their distilled wisdom covering subject from artificial intelligence to philosophy and football. This book is out now on both physical and virtual shelves.

Tas is also a Trustee of the Phoenix Cinema, the oldest continually-running cinema in the UK, speaks passable French, obsesses about etymology, rather over-avidly follows Arcade Fire, Game of Thrones and Stranger Things, and plays tennis and skis harmlessly.