

WHO WHY?

Nudge Theory



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



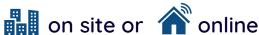
videos



open discussion



case work





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



