MASTERING BEHAVIOUR CHANGE IN A CHANGING WORLD

Overview

Some of today's most important policy challenges can only be addressed through effective, population level behaviour change. Despite growing interest and investment in behavioural science, uncovering and applying relevant insights in a real-world context remain challenging — particularly when the context in which we operate is rapidly evolving. Technology, digital and social media are transforming the way we behave, connect with each other and consume information. Shifting power dynamics and increasing polarisation call for greater trust, engagement and collaboration between government and citizens.

Building on the success of Kantar's Behaviour Change Academy, Kantar and the Lee Kuan Yew School of Public Policy (LKYSPP) are collaborating on a new 3-day immersive programme adapted for the APAC region and with a future-focus.The course brings together leading scholars from the fields of cognitive and social psychology, economics and neuroscience from LKYSPP and strategic consultants from Kantar and WPP. Our diverse team of instructors allows us to create a cross-disciplinary learning experience that will arm participants with the latest in behavioural insights along with a strategic planning and implementation lens.

With a focus on applied learning, participants will team up to work on real-world problems. From scoping the behavioural issue through to evaluation, participants will also have the opportunity to surface their own policy challenges and seek advice through 1-on-1 'clinic sessions' with our team of instructors.

Learning Outcomes

- Sharpen skills in designing, planning, executing and evaluating large and small scale behaviour change interventions across different policy areas and programmes

- Discover new methods and tools for measuring and understanding behaviour, including the use of big data and advanced analytics to identify patterns and drivers of behaviour

- Become familiar with leading models and frameworks for diagnosing behavioural influences, assessing commitment rather than just intention to change, and measuring return on investment

- Learn how these simple and pragmatic frameworks and approaches can be applied in real policy contexts, by working through Kantar's 6-stage behaviour change process

Target Audience

- Mid-level public officers who guide the development of behaviour change policies, programmes and marketing communications strategies, and who already have some basic knowledge and/or experience of behavioural insights

- Policy or corporate practitioners who have a keen interest in behaviour change and wanting to understand how it cane applied for effective policymaking

Date: 10 — 13 March 2020
Venue: Lee Kuan Yew
School of Public Policy