

▶ 28 MAY – 1 JUNE 2018 ◀

BEHAVIOURAL INSIGHTS AND PUBLIC POLICY

EXECUTIVE EDUCATION

► INTRODUCTION ◀



Policymakers around the world have also begun to take seriously the insights offered by behavioural economics and psychology. Instead of assuming that our citizens are the rational, interest-maximising agents we find in economics textbooks, behavioural economics starts with the more realistic assumption that people are affected by various cognitive complications. A growing body of research shows a number of situations in which individuals act in ways that run counter to the predictions of standard economics. Our rationality, self-control and self-interest are all bounded in ways that have important implications for the way governments design, implement and communicate policies.

In partnership with the world's leading authority on behavioural insights, the Behavioural Insights Team (BIT), the Lee Kuan Yew School of Public Policy will offer a four-day executive programme on **Behavioural Insights and Public Policy** on **28 May – 1 June 2018**.

► KEY INFORMATION ◀

Date & Duration

28 May – 01 June 2018 (4 DAYS)

Venue

Lee Kuan Yew School of Public Policy
National University of Singapore

(469C Bukit Timah Road Singapore 259772)

Programme Fees*

> S\$4,600 + 7% GST#

Group Discount: For three (3) paying participants from the same organisation, the fourth participant attends FREE.

Applications

Please submit completed Application Form & CV

(Refer to enclosed form for more details)

Deadline for Applications

16 April 2018

Contact

Executive Education Department
Lee Kuan Yew School of Public Policy

Tel: (65) 6516 8697 / (65) 6601 1183

Fax: (65) 6872 9291

Email: lkysppep@nus.edu.sg

* Fee is based on per-person basis and includes food, refreshments, site visits, and learning support materials. Overseas participants should arrange their own visa, travel insurance, travel costs from Singapore, accommodation, transport, and cover their living expenses while in Singapore. The LKY School does not provide scholarships or financial aid for this programme.

Goods and Services Tax (GST) is applicable for Singapore-based participants and overseas participants who are self-funded or sponsored by a Singapore organisation.

▶ PROGRAMME OBJECTIVES ◀

Through the programme, participants will:

- › Understand the heuristics and cognitive complications that people often rely on to make decisions
- › Develop the necessary skills to apply behavioural insights in policy development and service delivery
- › Learn the tools and frameworks to design policies intended to shape and influence behaviours
- › Gain a behaviourally-informed perspective on policy communications

▶ TARGET AUDIENCE ◀

This masterclass is designed for policy analysts, researchers, managers, and other government professionals in policy and service delivery functions. It is also suitable for middle and senior level practitioners from non-profit organisations and service providers.

▶ PROGRAMME FOCUS ◀

The four-day masterclass will be jointly delivered by the LKY School and the Behavioural Insights Team (BIT) of UK. It offers a comprehensive introduction to the key ideas in behavioural insights, and equips policy officers with the foundations for formulating policies in a behaviourally compatible way. The course will involve a series of practical exercises and real-life cases of how policies and services can be designed using behavioural considerations. These learning-by-doing experiences are complemented with reflections and theory to strengthen participants' learning.

Through conceptual and practical exercises, participants will be exposed to the following topics:

- › Behavioural approaches to public policy
- › Getting people to behave
- › Applying the EAST and MINDSPACE frameworks
- › Better policy communications



BEHAVIOURAL INSIGHTS AND PUBLIC POLICY
28 MAY – 1 JUNE 2018

Kindly complete the Application Form and submit together with a copy of participant's CV either by email or post.

› Participant Details

MR/MS/DR/OTHERS* (If others, please specify) _____

FULL NAME _____

DESIGNATION _____ DEPARTMENT _____

ORGANISATION _____

NATIONALITY _____ OFFICE NUMBER _____

EMAIL ADDRESS _____ MOBILE NUMBER _____

DIETARY RESTRICTION (IF ANY) _____ NO. OF YEARS OF RELATED EXPERIENCE _____

› Programme Expectation

MOTIVATION FOR JOINING THIS PROGRAMME (1-2 sentences)

DESCRIBE YOUR CURRENT ROLE IN YOUR ORGANISATION (1-2 sentences)

› Payment Details

Programme Fees*:

S\$4,600 + 7% GST#

Group discount: For three (3) paying participants from the same organisations, the fourth participant attends free

Mode of Payment:

SPONSORED BY INDIVIDUAL OWN ORGANISATION OTHER ORGANISATION

Please state the Sub-BU Code if sponsored by Singapore government agency:

* Fee is based on per-person basis and includes food, refreshments, site visits, and learning support materials. Overseas participants should arrange their own visa, travel insurance, travel costs from Singapore, accommodation, transport, and cover their living expenses while in Singapore. The LKY School does not provide scholarships or financial aid for this programme.

Goods and Services Tax (GST) is applicable for Singapore-based participants and overseas participants who are self-funded or sponsored by a Singapore organisation.

Payment Contact:

FIRST NAME _____ LAST NAME _____
DESIGNATION _____ DEPARTMENT _____
ORGANISATION _____
BILLING ADDRESS _____
EMAIL ADDRESS _____ OFFICE NUMBER _____

How did you hear about this programme (You may select more than one option):

PREVIOUS PROGRAMME PARTICIPANT LKY SCHOOL ALUMNI LKY SCHOOL WEBSITE
 LKY SCHOOL SOCIAL MEDIA LKY SCHOOL EMAIL/ NEWSLETTER INTERNET SEARCH
 PROGRAMME BROCHURE OTHERS: PLEASE SPECIFY: _____

Please indicate below if you wish to be contacted for future updates of LKY School programmes and events:

YES, THROUGH EMAIL NO, I DO NOT WISH TO BE CONTACTED

› Emergency Contact Details (For Overseas Participants)

NAME _____ RELATIONSHIP TO PARTICIPANT _____
CONTACT DETAILS _____

› Cancellation Policy and Important Notes

The LKY School reserves the right to determine the final list of participants taking diversity into account.

Once confirmed, should the participant cancel four (4) weeks before the programme, the LKY School will charge the participant or the sponsoring organisation a cancellation fee equivalent to 50% of the programme fee. LKY School reserves the right to postpone or cancel the programme by giving at least 14 days notice.

Please note that photography, audio, and video recording may occur during the programme. All photography, audio, and video recording may be used for the purpose of LKY School's marketing, publicity purposes in print, electronic, and social media. If you do not wish to have your image recorded or published, for compelling and legitimate grounds relating to your particular situation, please inform us via email before the start of the programme. LKY School shall not be responsible for photographs and/ or videos taken by unauthorised persons during the programme.

By signing this application form, you agree that LKY School and NUS may collect, use, and disclose your personal data, as provided in this application form, for the following purpose in accordance with the Personal Data Protection Act 2012 and our data protection policy:

› Disclosure and transfer of your data to third party service providers, agents and/ or our affiliates or related corporations that provide administration, data processing, computer, or other services to LKY School and NUS.

Please visit our website at <http://www.nus.edu.sg/legal-information-notice> for further details on our data protection policy, including how you may access and correct your personal data or withdraw consent to the collection, use, or disclosure of your personal data.

I have read the above and accept the terms.

Applicant's Signature

Date

Send your application materials to us by email or post. Put "**BEHAVIOURAL INSIGHTS AND PUBLIC POLICY**" as the email subject line or on the envelope flap.

You can also submit your application **ONLINE**. Visit www.lkyspp.nus.edu.sg/executive-education/ for more details.

► FACULTY & SPEAKERS ◀

Associate Professor Donald Low

*Associate Dean (Executive Education & Research) & Associate Professor (Practice)
Lee Kuan Yew School of Public Policy*

Donald Low is Associate Dean (Research and Executive Education) at the Lee Kuan Yew School of Public Policy. Besides leading the School's executive education efforts, he also heads its Case Study Unit. His research interests at the School include economics in public policy, inequality and social spending, behavioural economics, public finance, organisational change, and governance and politics in Singapore.

Prior to his current appointment, Donald served 15 years in the Singapore government in various senior positions. During that time, he established the Centre for Public Economics at the Civil Service College of Singapore. He was Director of Fiscal Policy at the Ministry of Finance from 2004 to 2005, and Director of Strategic Policy Office in the Public Service Division from 2006 to 2007. Donald holds a double first in Politics, Philosophy and Economics from Oxford University, and a Masters in International Public Policy from The Johns Hopkins University's School of Advanced International Studies. He is currently Vice President at the Economics Society of Singapore.

Samuel Hanes

*Director, Singapore
Behavioural Insights Team*

Samuel is the director of the new Behavioural Insights Team, Singapore, office, formally opening in September 2016. He joined the UK-based Behavioural Insights Team (BIT) shortly after it was created in 2010 as the team's first economist. He has worked in a number of roles at BIT and on a large number of UK government policies, including: health, crime, energy & sustainability, taxation, unemployment, and economic growth. Until June 2016, Samuel was the team's UK director for economic growth and productivity. In this role, he led projects on business growth, female labour market participation, disability & employment, apprenticeships, and exporting. Before working at BIT, Samuel was an economist at the Home Office (the UK ministry for Home Affairs) primarily focused on the economics of crime and policing. He holds a degree in Economics from Durham University.

Serene Koh

*Senior Advisor, Singapore
Behavioural Insights Team*

Serene is Senior Advisor at BIT Singapore. She's been with the Singapore office since it opened in September 2016. She works in various capacities at BIT including research design, analysis, and capability building, particularly in the areas of social cohesion and education. Serene has conducted training in behavioural insights with the Ministry of Education, Ministry of Manpower, and with both government and non-government institutions in the Asia-Pacific region. Before joining BIT, Serene worked in Singapore's Ministry of Communications and Information where she led the Research Department's behavioural insights work on a variety of issues such as housing, population, and retirement adequacy. Serene holds a Masters in Research Methodology and Ph.D. in Education from the University of Michigan.

EXECUTIVE EDUCATION

LEE KUAN YEW SCHOOL OF PUBLIC POLICY

National University of Singapore
469C Bukit Timah Road
Singapore 259772



LKYSPP.nus.edu.sg



Reg. No. 61Q16277

