

Mastering Behaviour Insights & Design



Explore frameworks and interventions for behaviour change



Learn qualitative skills to evaluate data and policies surrounding behaviour



Apply this knowledge via real policy contexts in behavioural change

This programme equips participants with the knowledge and skills to address complex societal, policy and sustainability challenges through behavior change strategies.

Participants will explore the integration of diverse disciplines such as psychology, economics, public policy, and behavioural insights to understand and influence societal and environmental behaviors.

Key topics include behaviour change theories, designing effective interventions, evaluating impact, and navigating policy landscapes. Through case studies and practical applications, participants will gain insights into applying interdisciplinary approaches to foster best practices and contribute to societal and environmental stewardship in various contexts.

WHAT YOU WILL GAIN

- Understand foundational theories of behavior change and their application to complex policy and sustainability challenges.
- Integrate insights from psychology, economics, public policy, and behavioural insights to analyze policy and sustainability issues.
- Design and implement effective behavior change strategies for policy and sustainability stewardship.
- Evaluate the impact of behavior change interventions using appropriate metrics.
- Advocate for and communicate behaviors to diverse stakeholders effectively.

WHO SHOULD COME

- Middle- to senior-level public officers who guide the development of behaviour change policies, programmes and marketing communications strategies or the design and delivery of public services with basic knowledge and/or experience of behavioural insights.



ABOUT THE PARTNERSHIP

Established in 2016, Verian (formerly Kantar Republic) aims to partner with their clients across the globe on the next generation of public policy challenges. Identifying international best practices and delivering it through local expertise, Verian has roots in many of the world's best known social research businesses.



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