

OVERVIEW

How could understanding human behaviour transform your business strategy into a competitive advantage?

Behavioural Science is an interdisciplinary field which primarily leans on knowledge generation from the disciplines of Psychology, Social Anthropology, Sociology and Behavioural Economics in explaining why people behave in the ways that we do.

WHY OUR PROGRAMME?

This course is designed for business leaders, strategists, marketers, and managers seeking to apply Behavioural Science principles to achieve business goals.

By understanding how human beings acquire knowledge, think, behave, and interact within social and economic contexts, you will learn how to craft effective business strategies influence decision-making, optimise organisational behaviour, and enhance marketing and consumer engagement.

This course takes you on a journey from understanding how knowledge is constructed, shared, and validated to applying that understanding to business contexts and strategy.

PROGRAMME DETAILS

- 3 days of training
- Face-to-face or virtual Instructor Lead Training (vILT) delivery
- Immersive experiences and lessons from case study analysis

PROGRAMME OUTCOMES

This course will benefit you (and your organisation) by empowering you to:

- Apply the fundamentals of Behavioural Science to improve marketing strategies, product development, and organisational efficiency;
 - Enhance decision-making and marketing effectiveness through a deeper understanding of consumer behaviour; and
 - Deploy Behavioural Science principles to assess and address business challenges
- Overview, key concepts and fundamentals of Behavioural Science;
 - The role of Behavioural Science knowledge in decision-making, problem-solving, and predicting human behaviour
 - Behavioural Science theoretical frameworks for understanding organisational behaviour (includes Systems Theory)
 - Using Behavioural Science insights and principles to improve strategic planning, risk management, and market entry decisions
 - Case Study Analysis

PROGRAMME DESIGN:

BLOCK ONE: AN INTRODUCTION TO BEHAVIOURAL SCIENCE (1 AND A HALF DAYS)

1.1 Foundations of Behavioural Science in Business

1.2 Psychological Principles in Consumer Behaviours

- Cognitive biases and heuristics: How they influence decision-making
- Social influence on consumer choices:



- Irrational decision-making explained: the fallacy of “fully rational” decision-makers
- The politics of memory: how memory affects consumer behaviour and brand perception
- The role of cognitive psychology in product design
- Activity

1.3 Research Methods in Behavioural Science

- Overview of qualitative and quantitative research methods in Consumer and Behavioural Science
- Designing experiments and surveys to gather behavioural data
- Case study: Analysing and interpreting behavioural insights

1.3 The Customer Journey and Behavioural Touchpoints

- Mapping the customer journey: stages and behavioural triggers
 - How culture shapes individual and collective behaviour in markets
 - How global brands adapt to local cultural practices
- Cultural Capital and Business Strategy
- Identifying opportunities for influence
- Behavioural pricing strategies: How perception of value and fairness impacts pricing
- Tools and techniques for enhancing customer experiences

BLOCK 2: APPLYING BEHAVIOURAL SCIENCE INSIGHTS TO BUSINESS STRATEGY (1 AND A HALF DAYS)

2.1 Developing Customer-Centric Strategies

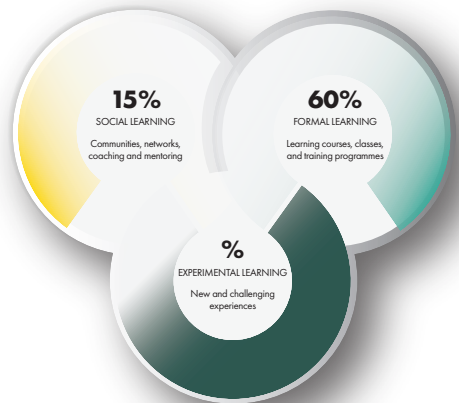
- Integrating behavioural insights into product development and marketing strategies
- Personalisation and segmentation strategies based on behavioural data
- Activity: Designing a customer-centric campaign for a simulated scenario

2.2 Decision-Making Frameworks for Leaders

- Behavioural strategies for improving team decision-making
- Frameworks for aligning organisational strategy with customer behaviour
- Facilitating effective discussions and collaboration among teams

2.3 Measuring and Adapting Strategies

- Setting key performance indicators (KPIs) based on behavioural outcomes
- A/B testing and iterative strategies: Learning from data
- Case study: Successful adaptations of customer-centric strategies



PRICE:

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CERTIFICATION:

- Certificate of Completion from Regenesys Corporate Education

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