

Behavioural Design Fundamentals

Group Training

Training code	CGABEDEFCD
Spoken Language	Dutch
Language Materials	Dutch
Dayparts	4
Price	€1.600,00 excl. VAT No extra costs.

What is Behavioural Design Fundamentals

Learn how to design to make behavioural changes. With Behavioural Design and nudging you learn how to understand why people do as do and how you can utilize that knowledge into designing targeted communication and experiences for better changes for your users.

During the training you will get:

- The fundamentals of behavioural design
- An introduction to the main behavioural principals
- Practical tooling you can use in your work with behavioural changes
- A simpel and effective method for Behavioural Design
- A selection of examples and cases of Behavioural Design

Who should attend Behavioural Design Fundamentals

This training is great for you if you are a:

- Marketeer
- Marketing manager
- Product manager
- Service Designer
- UX designer
- Visual Designer
- Communication professional
- Behavioural scientist
- Leader/management
- Business developer

Prerequisites

There are no specific prerequisites

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During this training you need a laptop with access to internet.

Objectives

The Behavioural Design training gives you the fundamentals of Behavioural Design and its principles. After the training you will be able to:

- Look at problems from a systematic approach which enables you to quickly solve behavioural challenges.
- To define the behaviour which is needed and design solutions, which takes down the barriers
- To start changes

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An organization, like ours, helps people and their organizations day by day to get the best out of themselves and each other. We prepare them to defy tomorrow's challenges. We stimulate learning and curiosity. In order for individual IT professionals and their employers, to build better, longer and more intensive relationships. For mutual benefit.

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