

# Behavioural Science in Practice

Uncover the drivers of choice and human decision-making.

Key information	
<b>Duration</b>	3 days
<b>Location</b>	The Shard, London
<b>Format</b>	Part-time
<b>Website</b>	<a href="http://wbs.ac.uk/go/BSIP">wbs.ac.uk/go/BSIP</a>



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Addressing most issues in society, from daily challenges to complex problems, requires an understanding of how and why people behave the way they do in relation to themselves and others. Behavioural science has revolutionised how we approach these problems by challenging traditional models of behaviour and providing a more realistic understanding of what drives our decisions. Governments, businesses and charities across the world are now using insights and methods from behavioural science to transform the way they work.

Behavioural Science in Practice is an immersive three-day executive course run by Warwick Business School and the Behavioural Insights Team, introducing key principles from behavioural science and how to apply them to real world problems.

## Course content

You will learn about key principles and current thinking in behavioural science, and how to apply them to research, design and test ideas. The course emphasises practical application, so what you learn is directly transferable back into your workplace. Each day, you will learn about both theory and practice, while being encouraged to work on your live challenges as briefs.

- Theory: latest insights from leading academics on experimental psychology, judgement and decision-making, and behavioural science
- Problem-led: working on your current business challenges with insights from WBS faculty
- Practice: learn from some of the best researchers and practitioners in the field.

## The foundations of behavioural science

You will explore the hidden forces that shape how we think and decide, and the influence of context and culture, including:

- Beliefs: the seriality of thought, how we reason-by-example, the ubiquity of overconfidence, and reasoning as rationalisation
- Decision-making: why decision-making is so hard, our brain as a comparison machine, deciding one reason at a time, and choosing by comparing and by copying
- Preferences: self-control problems and how they can be addressed, social norms, altruism, reciprocity, network nudges and social bridging.

## Learning outcomes

- Uncover the drivers of choice and human decision making by exploring key findings of behavioural science and cognitive and social psychology
- Understand how, when, and why human behaviour deviates from 'rational' economic models, and learn how to apply that to different business sectors
- Learn how behavioural science has been applied in practice by public and private sector organisations
- With reference to your own sector, design a behavioural science intervention that can tackle a live problem
- Improve your solutions based on feedback and guidance from world-leading experts, producing a revised and improved intervention.



**“A personal highlight of the course included hearing real-life examples from across the world on how behavioural science has been applied and influenced change. The wide diversity of thought from the lecturers and other attendees on the course enabled me to challenge my own thinking and learn from other sectors. ”**

**Jamie Bowen**  
Head of ESG & Improvement, Chevron Group  
*Behavioural Science in Practice*

## Who is the course for?

This programme is for anyone who wants to learn and apply behavioural science to their work and improve outcomes for others, such as:

- Civil servants involved in the formulation of local and national policies
- Consultants helping customers to improve efficiency
- Managers responsible for addressing challenges in their organisation
- Designers and developers creating new products and ventures.



## OVERVIEW

# Behavioural Science in Practice

## Understand the science behind human decision making to solve challenges within your organisation

Organisations from across public and private sectors are now using behavioural science to help encourage their citizens, customers, and employees to change their behaviour. By helping organisations to understand human decision making, behavioural science has been used to help people to start saving for their pensions, to increase charitable donations, and to improve employee engagement.

Behavioural Science in Practice is an immersive course run by Warwick Business School and [CogCo](#), a global company specialising in the practical application of behavioural science. Over the three-days

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new thinking to over 150 participants, who have attended from a range of role specialisms and business sectors.

**Start Date**

6 November 2024

**Duration**

3 days

**Location**

London – The Shard

**Format**

Part-time

**Fees**

£4,200 \*

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**APPLY**

\* See [fees and funding](#) for fees breakdown.

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“Behavioural Science is the scientific approach to individual behaviour applied to understand social and economic phenomena. Its methods are, to some extent, experimental, drawing significantly on psychology, economics and neuroscience. Our aim is to understand the mechanisms inside individual people and how those mechanisms apply out in aggregate behaviour – so how they affect social behaviour, how they affect markets and the economy at large.”

## What will I learn on this course?

- Uncover the drivers of choice and human decision making by exploring key findings of behavioural science and cognitive and social psychology
- Understand how, when, and why human behaviour deviates from “rational” economic models, and learn how to apply that to different business sectors
- Learn how behavioural science has been applied in practice by public and private sector organisations
- Build the skills to design a behavioural science intervention that can tackle a live problem, with reference to your own sector
- Improve your solutions based on feedback and guidance from world-leading experts, producing a revised and improved intervention



## LEARN FROM BEHAVIOURAL SCIENCE EXPERTS

During the course, you will gain the latest insights on experimental psychology, judgement and decision making, and behavioural science, from some of the best researchers and practitioners in the field.

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