

BIT Online Training & Workshops



THE
BEHAVIOURAL
INSIGHTS
TEAM

BIT Online Training & Workshops

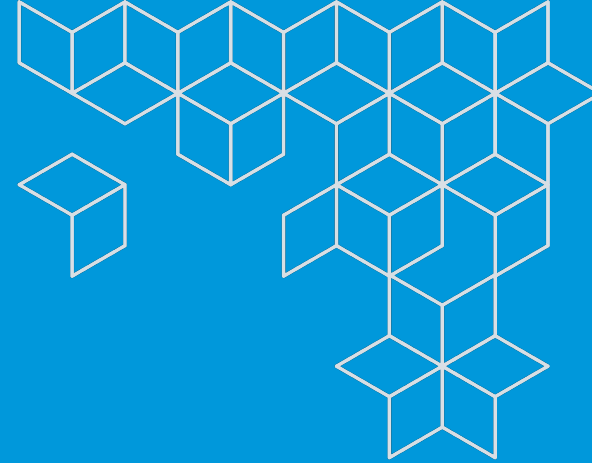
The Behavioural Insights Team is dedicated to building an understanding of, and capability for, applying behavioural science for social impact.

All of our training programmes and workshops are available online. Each programme is customised to ensure participants experience the insights from behavioural science that are most applicable to their field.

Our online programmes are highly interactive and include a combination of case studies, practical activities and discussions.

We have delivered over a thousand workshops and training courses for governments around the world, training over 20,000 civil servants and practitioners in behavioural insights.

For more information or to explore how we can support your behavioural insights training requirements, please get in touch with us at info@bi.team.



BIT Online Training & Workshops



Online Training

1. Behavioural Insights 101 – *Fundamentals*
2. Behavioural Insights 201 – *Methods & Tools*
3. Behavioural Insights 301 – *Applied Academy*

Online Workshops

1. Scoping a behavioural insights project
2. Identifying barriers to behaviours
3. Designing behavioural insights interventions
4. How to implement an intervention and test if it works





BIT Online Training Programmes

A selection of some of our online training programmes



Duration
1-2 hours



1. Behavioural Insights 101 – Fundamentals

Description

This foundational course provides an introduction to the field of behavioural insights and an overview of the **key principles that drive human behaviour**. Participants learn about the growth of behavioural insights across governments and discuss a wide range of examples where behavioural insights have been applied to improve policy outcomes.

Learning Outcomes

After this course participants will be able to:

- Explain what is meant by behavioural insights
- Describe how, when and why human behaviour deviates from traditional economic models and how this affects policy outcomes
- Illustrate examples of how behavioural insights have been applied in practice to improve policy outcomes





Duration
6 hours (3 x 2 hour modules + self-directed learning)



2. Behavioural Insights 201 – Methods & Tools

Description

This course equips participants with a deep understanding of the factors that drive human behaviour. Through illustrated examples, participants learn about the spectrum of behavioural insights interventions that can be applied to policy challenges. Participants are introduced to a range of **practical methods and tools that can be used to apply behavioural insights to develop more effective policies and services**. These tools include BIT's behavioural insights project methodology (TESTS) and the [EAST framework](#) for applying behavioural insights to design solutions to policy challenges. Participants practice applying these methods and tools to challenges within their field.

This course is typically run online over 3 modules. Each module is 2 hours long. These modules can be spaced according to your requirements. Participants complete short homework activities between modules.

Learning Outcomes

After this course participants will be able to:

- Identify opportunities to apply behavioural insights to improve policy outcomes within their field
- Analyse policy challenges against the broad spectrum of behavioural insights interventions that can be applied to improve policy outcomes
- Apply a range of behavioural insights methods and tools to develop better policies and services
- Understand the importance of evaluating the effectiveness of interventions





Duration
12 hours (4 x 3 hour modules + self-directed learning)



3. Behavioural Insights 301 – Applied Academy

Description

In this practitioner level course, participants engage in **problem-centred learning to apply behavioural insights to solve a live challenge** within their department or organisation. Participants are immersed in hands-on coaching in applying BIT's behavioural insights project methodology (TESTS) and work to:

- Distil the challenge into its' behavioural components
- Apply range of behavioural science exploratory tools to identify contextual barriers to target behaviours
- Apply BIT's EAST Framework to create a set of behaviourally informed interventions
- Create a plan for implementing and evaluating interventions

This course is typically run online over 4 modules. Each module is 3 hours long. These modules can be spaced according to your requirements. Participants complete short homework activities between modules.

Learning Outcomes

After this course participants will be able to:

- Evaluate policy challenges based on an informed understanding of the factors that drive human behaviour
- Apply BIT's TESTS methodology and EAST framework to solve live challenges within their field and to develop more effective policies and services
- Design behavioural interventions and create evaluation plans to test the effectiveness of these interventions
- Recognise the ethical considerations involved in applying behavioural insights to policy challenges





BIT Online Workshops

A selection of some of the workshops we can run virtually



Duration
1.5–2.5 hours

WHO IS THIS FOR?

You want to explore how a behavioural insights approach can be applied to a goal that you're trying to achieve or a challenge you are facing.



1. Online workshop: Scoping a behavioural insights project

Description

During this workshop we will work with you to establish a high level goal – the challenge you want to solve using a behavioural insights approach. Together we will distil your high level goal into concrete behavioural objectives.

We will create a **behaviour map** to build a comprehensive picture of the range of **specific behaviours** that contribute to the success or failure of your goal. We will conduct an interactive rating exercise to identify the most promising behaviours to target based on an **assessment** of the potential **impact** of changing each behaviour and our **ability to change** them. We will also discuss how changes in the target behaviour can be measured.

Outputs

After this workshop you will receive;

- A list of behavioural objectives
- A list of the key stakeholders who contribute to the success or failure of the goal
- A behaviour map outlining the specific behaviours that are required to achieve the goal
- A prioritised ranking of behaviours according to potential impact and feasibility to change
- A list of outcome measures





Duration
2-3 hours

WHO IS THIS FOR?

You have identified a behaviour that you want to change and you now want to better understand the end user experience and explore the barriers to changing this behaviour.



2. Online workshop: Exploring the barriers to behaviour

Description

For this workshop we will agree with you **a target behaviour** that you want to change in advance. This will be based on a specific challenge or problem that you want to solve. Before the workshop we will analyse relevant data and literature related to the behaviour you want to change.

In the workshop we will discuss our findings from the data analysis and literature review. We will apply a range of techniques and **behaviour change frameworks** to understand the perspective of the end user and what might be preventing them from performing the target behaviour. This may involve participants experiencing a service or process for themselves and/or interviewing service users to understand their experience. Together we will create a **decision map** to identify the decisions users take at each step of the process. We will use **BIT's digital barrier identification tool** to identify and categorise behavioural barriers that may be preventing the target behaviour from being performed.

Outputs

After this workshop you will receive;

- A summary of the data analysis and literature review
- A list of themes that emerged from participants' experience of a service or process
- A list of themes that emerged from interviews with end users
- A decision map
- A summary of behavioural barriers identified





Duration
2-3 hours

WHO IS THIS FOR?

You have identified a behaviour that you want to change and you now want to design an intervention using behavioural insights.



3. Online workshop: Designing a behavioural insights intervention

Description

For this workshop we will agree **a problem statement** with you in advance. This will be a specific challenge or problem that you want to solve. Before the workshop we will assemble relevant **evidence and research** related to your specific challenge.

During the workshop we will discuss how behavioural science has been applied to similar problems and the behavioural principles which have had the biggest impact. Participants will be introduced to our [EAST framework](#) for applying behavioural insights and we will run a **ThinkGroup** (ideas generation session) to identify solutions. Then we'll prioritise these solutions based on the feasibility of implementing them and their potential impact. Together we will co-create an intervention that can be applied to your challenge.

Outputs

After this workshop you will receive:

- A summary of the solution ideas that were generated during the workshop and how these ideas were ranked according to potential impact and feasibility
- A description of the behavioural science evidence that informed these solutions
- A summary of the behavioural insights intervention and implementation considerations





Duration
2-3 hours

WHO IS THIS FOR?

You have developed a behavioural insights intervention and want to create a plan to implement this intervention and test if it works.



4. Online workshop: How to implement an intervention and test if it works

Description

In this workshop we will design a plan to implement a behavioural insights intervention and to test if the intervention works. We'll start off by discussing the different ways in which you can test the effectiveness of your intervention. This will include an overview of different evaluation methods and a discussion on when each method is most appropriate to use.

We'll then agree on the evaluation method to apply to test your intervention and create a detailed implementation and evaluation plan for your intervention. This will include determining who the sample will be, how many people will receive the intervention, how data will be collected and how to make sure that external factors don't influence your results.

Outputs

After this workshop you will receive:

- An overview of the agreed evaluation method
- An implementation and evaluation plan to roll out your intervention and determine how effective it is
- Tips for successful implementation

