

Behavioural Design Masterclass

SUE Behavioural Design

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Behavioural Design Masterclass

One day. Your team learns how customers, employees or citizens really decide, applied to your own challenge.

€7,990 excl. VAT · 1 day, at your location or SUE · Max 16 participants

Includes toolkit, SUE Guru GPT & certificate

9.3/10 Springest · 10,000+ professionals trained · EQAC accredited

Solve in one day what your team has been trying to change for months

Most teams know what they want to change. They don't know why it isn't working. They focus on better communication, better processes, better tools. The behaviour doesn't change. Behaviour changes when you remove the right barriers and activate the right drivers. You'll learn that in one day, applied to your own challenge.

- A shared method to analyse your own challenge
- Concrete interventions your team can deploy the very next day
- Concrete answers to your own challenge your team can act on
- An AI sounding board that knows the method and keeps supporting you

What you'll be able to do after this day

- Identify the barriers that hold people back
- Understand what truly drives and stops people
- Design interventions that make behaviour easier
- Bring stakeholders along without having to convince them
- Understand why rational arguments don't change behaviour
- Build an action plan that works from the very next day

Which challenge does your team want to crack?

Teams come to Behavioural Design Masterclass with a wide range of challenges. What they share: the solution lies in human behaviour.

- **Campaigns without impact** — you have reach, but getting people to actually move is a different story.
- **Change that stalls** — the strategy is clear, the plans are good, but employees aren't coming along, or not fast enough.
- **Customers who drop off** — somewhere in the customer journey you lose people, at a moment you didn't expect.
- **AI that delivers little** — your team uses AI tools but the real value isn't there.
- **Missing buy-in** — the plans are good, but stakeholders aren't on board. The same resistance, every time.
- **Wellbeing that doesn't stick** — you invest in vitality and wellbeing, but participation stays low and the effect fades.
- **Talent that leaves** — new people join but drop out early, despite a good onboarding programme.
- **Choices that don't make sense** — people don't choose what's best for them, even when you explain it.

The method

Behavioural Design Masterclass combines behavioural science and AI in one intensive working day. The day runs like a hackathon: you decide together in advance which influence challenge takes centre stage. Using the SUE Influence Framework, teams map out the motivations, concerns and barriers of the people they want to move. Combined with the SUE Behavioural Design Guru GPT, you then prototype and test concrete interventions.

After the training, participants get access to all tools, frameworks and the alumni community.

What does the day look like?

MORNING (9:00–12:30) — UNDERSTANDING WHY PEOPLE DO WHAT THEY DO

- **9:00 — The psychology of decisions.** System 1 and System 2: how people actually think and decide, even when they themselves think otherwise.
- **10:00 — SUE Influence Framework.** Participants map out the motivations, concerns and resistances of their own stakeholders in concrete terms.
- **11:30 — Sharpening barriers and drivers.** Per case: what makes the desired behaviour difficult? What would make it easier?

AFTERNOON & CLOSING (13:00–17:00) — DESIGNING INTERVENTIONS THAT WORK

- **13:00 — Prototyping interventions.** Using the SUE Guru GPT, teams design and test concrete interventions on their own cases, with direct feedback from the trainer.
- **14:30 — Refining & prioritising.** Which interventions lower the threshold most? The team makes choices and develops the strongest ideas.
- **16:00 — Personal action plan.** Each participant formulates which interventions they will deploy in the coming weeks and how they will test the results.

Times are indicative. The programme is fully tailored to your challenge and context.

Who runs this day?

The Behavioural Design Masterclass is usually run by a senior trainer from the SUE team, matched to your challenge and sector. We agree who is the best fit during the intake call.

A practical Behavioural Design Toolkit for every team member

No theory that ends up in a drawer. Every team member leaves with a complete toolkit: ready-to-use cheat sheets, working templates and proven frameworks. Directly applicable to your own cases. From the first analysis to the final design: every tool used during the training comes home with you. Lifelong access, regularly updated.

Your team also gets access to **SUE Guru**, a GPT fully trained in our method, tools and frameworks. Team members can ask it questions, present cases and use it as a sounding board.

Who is Behavioural Design Masterclass for?

Designed for teams who want to invest a day in truly understanding a stubborn challenge. No well-intentioned theory, but a method that is directly applicable to your context.

- **Marketing Teams** — you reach people but they don't move.
- **HR & People Teams** — standard interventions change nothing structurally.
- **Customer Experience Teams** — customers come in but don't return.
- **Change Managers** — your strategy is good but people aren't coming along.
- **Leaders** — your team has the knowledge but doesn't use it consistently.
- **Product & Innovation Teams** — people don't choose what is objectively best.

Not for you if you are looking for a motivation training or an inspiration session, or if you want a generic behaviour framework without application to your own challenge. Behavioural Design Masterclass is a working session, not a lecture.

What participants say

"It was a joy to follow SUE's Behavioural Design training with our entire team. Especially thinking from the underlying jobs-to-be-done was an eye-opener. We can immediately apply the insights we gained." **Mathilde Staarman**, Market Researcher, Centraal Beheer

"We uncovered such a deep range of topics; it is exceptional how thoroughly you approach things. There was so much energy and drive to crack this puzzle. We left with clear how-to's to solve the problem." **Pieter Saman**, CEO, Gall & Gall

"With SUE you don't do an ordinary design sprint — you dive deep into the brain. In just one week we took the user's perspective together and made our proposition more accessible by removing human barriers." **Viola Rijnsdorp**, Senior Marketing Manager, T-Mobile

Schedule a no-obligation call: suebehaviouraldesign.com/en/training/bda-in-a-day/