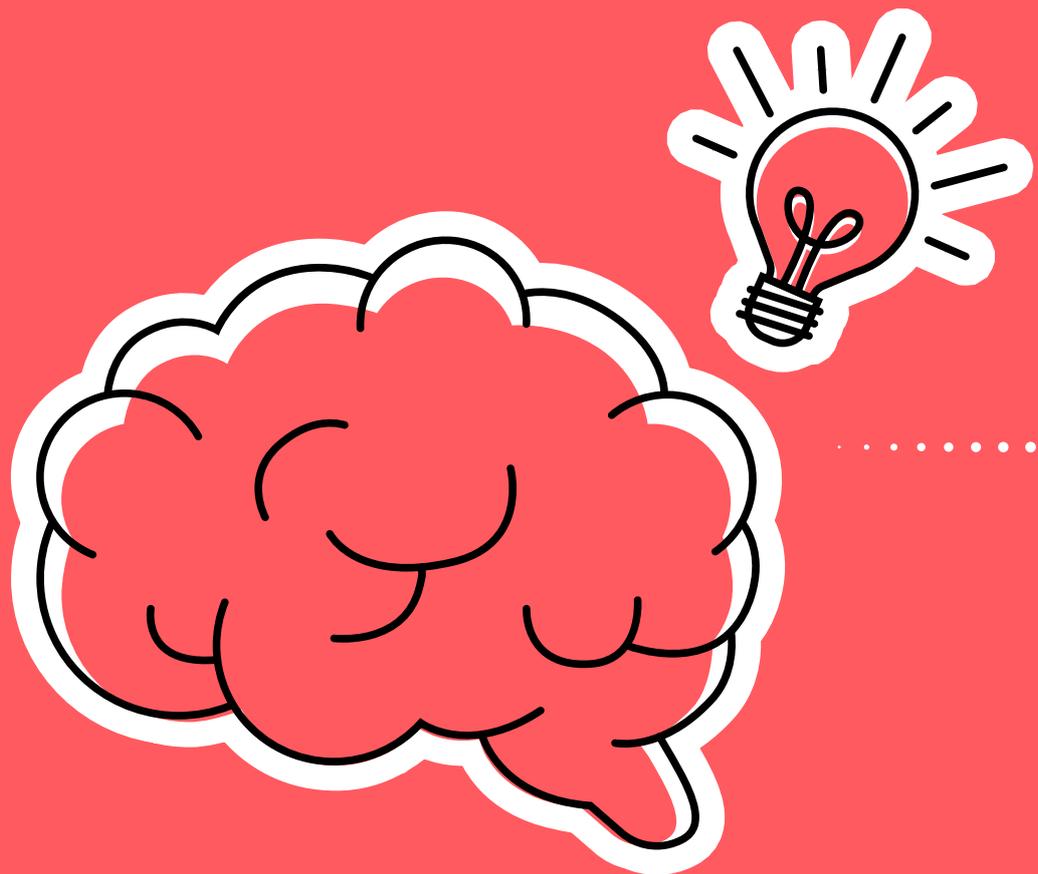


**SUE** Behavioural Design

# Behavioural Design Fundamentals Course

*When sparking action feels harder than it should—there's a better way.*



*Brochure*

***SUE | Behavioural Design** has been teaching organisations and professionals a practical method for over ten years to gain control over decisions and behaviour.*

*In this training, you'll learn how to design and influence behaviour using insights from behavioural science and hands-on influence strategies, so you can make more impact on customers, colleagues, or stakeholders.*



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# The training at a glance



10 training modules (group training on location, online with a personal trainer, or in-company team training)



Training and coaching by 100% hands-on experts



Downloadable toolkit packed with cheat cards and ready-to-use templates



Included: Access to the SUE | Behavioural Design Club for continued learning



Official certificate



A practical framework and tools



AI-module (SUE | Behavioural Design Guru GPT)

## What's included:

- ✓ **A practical method** to analyse and influence behaviour
- ✓ **Directly applicable** to your work through handy tools and templates
- ✓ Backed by **behavioural economics and psychology**
- ✓ **Three learning formats** – on location (meet like-minded professionals), online (with a personal trainer), or as a team training
- ✓ **Includes membership** to the exclusive SUE | Behavioural Design Club
- ✓ **Certificate** – accredited by the Education Quality Accreditation Commission
- ✓ **Includes AI** – future-ready with an AI module

WHAT IT TAKES TO TRULY GET THINGS MOVING

# Why persuasion is becoming less effective

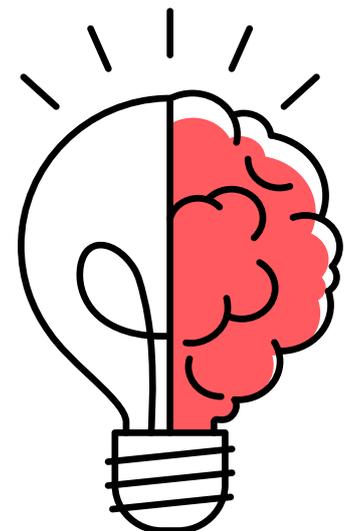
*Thank you for downloading our brochure. We created it to help you decide whether the Behavioural Design Fundamentals Course is right for you.*



You probably recognise this: you've got a great idea. A clever plan. You're convinced it can truly help people. But the moment it needs to go out into the world, things begin to stall. People say “great idea” and then... do nothing. They nod, but you can sense it's a polite no. You pitch your proposal, but the energy fizzles out. You try to get people behind a change, but keep facing unexpected resistance. Or your campaign – even with all the right arguments – doesn't lead to the results you envisioned.

*“In a world where policies, products and communications increasingly fail due to human behaviour, misunderstanding that behaviour is the blind spot for many professionals. Not because they don't want to understand, but because they were never taught how.”*

**Whatever your role, the ability to influence people is a critical skill for every professional.**



Whatever field you're in, being able to influence people is a crucial skill for every professional. That's why this Fundamentals Course is followed by a wide variety of profiles: HR specialists, marketers, policymakers, entrepreneurs, product owners, UX designers, policy officers, and team leaders.



Yet they all hit the same ceiling—not in their knowledge or skills, but in their impact. No matter how well-structured your plan or how logical your reasoning, if you can't move behaviour, you're stuck.

This is the collective skill leap today's professionals need. And it's exactly what you'll learn in the Behavioural Design Fundamentals Course. You'll read more about the content later in this brochure. But if you're someone who feels their traditional approach is losing effectiveness and is open to discovering a fresh approach that prioritises the psychology behind behaviour—then this is for you.

**The missing link is understanding how (often unconscious) psychology drives choices and behaviour—and learning how to influence it smartly.**



YOU'RE DOING EVERYTHING RIGHT,  
AND STILL NOTHING HAPPENS.

## Where most professionals get stuck

You're working on change. You're developing policy, building campaigns, launching propositions, or guiding teams through innovation. What you create is solid in content. You know it adds value.

But once it's released into the world, behaviour proves to be more stubborn than expected. People seem to listen, but don't respond. Or they say "yes" and then do nothing. You notice that logic and reasoning have their limits—and persuasion alone often isn't enough.

*"You don't have a persuasion problem. You have a design challenge."*

If you want to create real impact but find yourself lacking control over behaviour and decision-making, you're not alone.

**Many professionals are noticing a growing gap between what people say and what they do. This isn't because you lack expertise or effort, but because most professionals still lack the tools to grasp and influence the psychological layer behind decisions.**

**“People are not rational beings with a bit of emotion. They are emotional beings who occasionally think rationally.”**



That’s exactly what you’ll learn in the Fundamentals Course. You’ll understand how people make decisions, why behaviour stalls, and most importantly, how to get it moving. You’ll gain tools to analyse behaviour, design interventions that steer choices and actions, and test them quickly—so you don’t need to push harder but design smarter.



THE COURSE DOESN'T GIVE YOU THEORIES  
TO FILE AWAY, BUT A PRACTICAL WAY OF  
THINKING AND DOING

## What you'll be able to do, while others keep pushing



Whether it's launching a new product, speeding up internal decision-making, designing a more effective campaign, or creating support for change—you'll learn to design behaviour with a clear goal in mind.

After this training you'll be able to:

- **Understand** what truly blocks or motivates people
- **Analyse behaviour** using a structured method
- Apply proven behavioural science principles that work in the **real world**
- **Assess strategies** or campaigns for psychological effectiveness
- Convince others based on **human insight**, not gut feeling
- **Enrich your approach** with behavioural expertise, without needing to be a psychologist

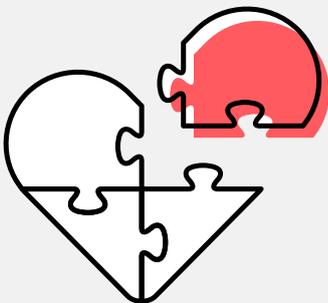
*“And perhaps most importantly: you'll develop a new way of seeing that will forever change how you work. You'll spot where people get stuck, where movement is possible, and how to design that movement. While others keep trying to persuade, you'll know how to influence behaviour in smart, sustainable ways.”*



## Former participant testimonial

This won't just make your work more effective—it'll make you indispensable. Because in a world where influencing behaviour is becoming increasingly valuable, this method gives you a lasting competitive advantage.

*“After this course, you don't just think differently — you see differently. And that allows you to design solutions others can't even spot.”*



**“Did you know that both the World Economic Forum and Forbes have identified ‘influence’ as one of the top three professional skills of the future?”**

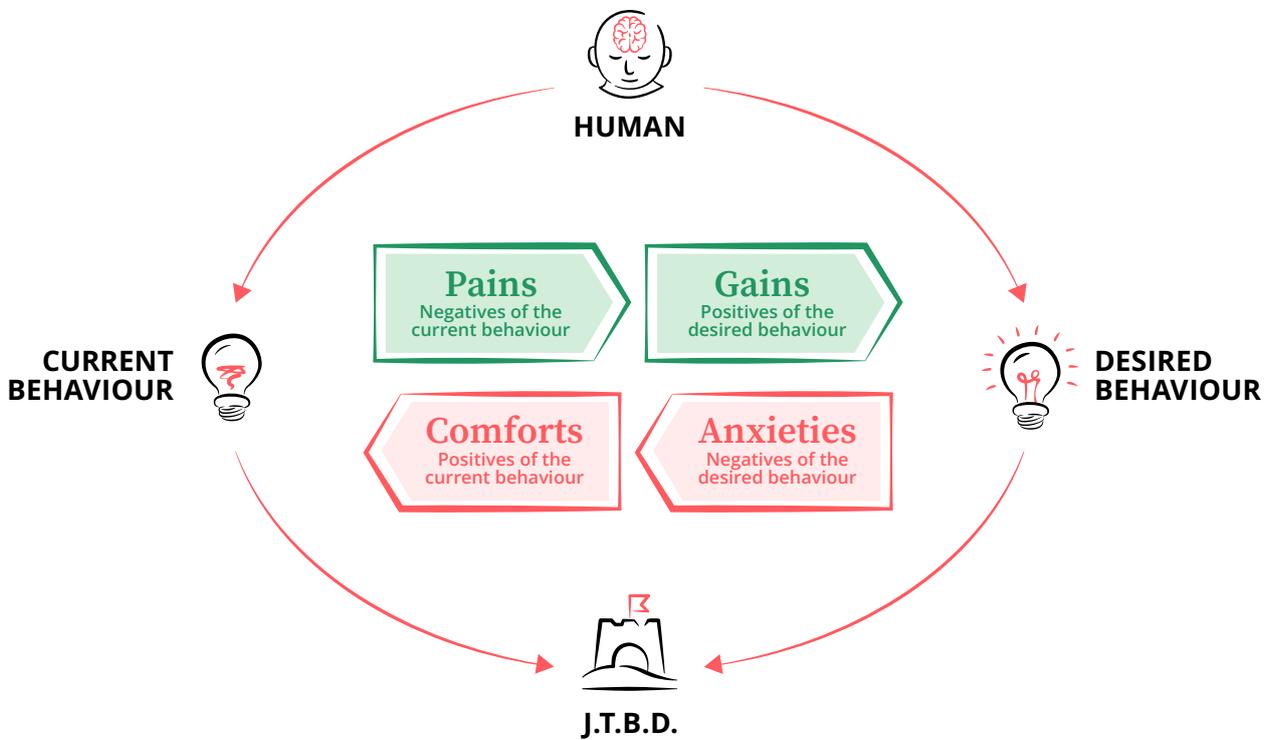


THE SUE | INFLUENCE FRAMEWORK

# Make visible what others miss

*At the heart of the SUE method lies the SUE | Influence Framework. This will become your tool for making the invisible visible—helping you understand why people do (or don't do) something.*

Think of the Influence Framework as your MRI scanner for behaviour. It reveals:

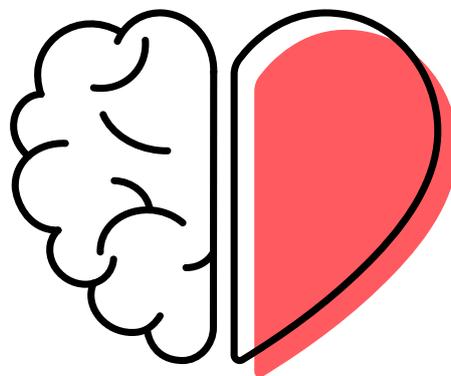


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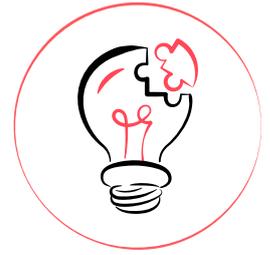
The framework helps you answer three fundamental questions:

- 1** **What is holding people back?** Which psychological barriers block the step from intention to action?
- 2** **What do people need to move?** Which motivations and drivers can activate behaviour?
- 3** **How do you turn this into effective interventions?** What targeted changes in communication, choice architecture, or processes drive real behavioural change?

**With the SUE | Influence Framework, you'll adopt a mindset that doesn't reduce behaviour to tips or tricks, but offers insight into what truly drives or blocks people.**



# The route to greater influence, step by step



## Day 1 - SUE | Behavioural Design Fundamentals Course

Module	Skill	What you'll learn	What will you get out of it?
<b>Module 1</b>	What is Behavioural Design?	You gain a clear understanding of why Behavioural Design is the missing layer that can give you an edge in your work.	You'll discover why Behavioural Design is the overlooked layer that gives you a head start – and a real advantage – in your work.
<b>Module 2</b>	How do people really make decisions?	You'll uncover which psychological forces steer behaviour and where to spot influence opportunities.	You'll gain insight into the psychological forces that shape behaviour and learn how to identify opportunities for effective influence.
<b>Module 3</b>	Which forces lie between current and desired behaviour (SUE Influence Framework)	You'll learn to use the analysis tool to unravel behaviour.	You'll get a simple model to analyse and predict human behaviour.
<b>Module 4</b>	How do you surface behavioural insights? (SUE Influence Framework)	You'll learn how to set up and conduct behavioural interviews.	You'll be able to uncover insights into people's unconscious decision-making.
<b>Module 5</b>	What are the 'Moments That Matter?' (SUE Influence Framework)	You'll learn to recognise the moments where behavioural interventions have the most effect.	You'll develop the skill to step in at exactly the right moment – when it matters most.

## Day 2 - SUE | Behavioural Design Fundamentals Course

Module	Skill	What you'll learn	What will you get out of it?
<b>Module 6</b>	How do you design behavioural change interventions? (SWAC Tool)	You'll learn a practical model to systematically turn insights into effective interventions.	You'll learn to create ideas that reliably steer decisions and drive behaviour.
<b>Module 7</b>	How do you make behaviour easy? (SWAC Tool)	You'll discover science-backed influence techniques that make behaviour easier—without relying on willpower.	Smart ways to prompt action – without needing willpower or motivation.
<b>Module 8</b>	How do you increase willingness to change? (SWAC Tool)	You'll learn how to boost motivation without pressure or manipulation.	Techniques to increase motivation in a way that feels natural – not forced or manipulative.
<b>Module 9</b>	How do you turn behaviour into habits?	You'll understand how to promote repetition and habit formation.	You'll learn how to effectively spark repetition and turn behaviour into lasting habits.
<b>Module 10</b>	How do you quickly test what works?	You'll learn how to use prototypes to validate what works (and what doesn't).	The skills to quickly prototype, test, and optimise in real-world settings.
<b>Module 11</b>	Certification	You'll present a solution to a behavioural challenge you've worked on. This is your final step to receive your official certificate.	An official certificate.

## WHAT OTHERS SAY

# Professionals who arrived with the same questions and left with new insights

*“I can wholeheartedly recommend the **SUE | Behavioural Design Fundamentals** training. We were introduced to a powerful and inspiring framework that truly makes change possible. SUE succeeds in translating insights from renowned thinkers into one coherent method that’s both practical and effective. What makes this training special is its accessibility. Everything is clear, applicable, and instantly useful in practice. A must-have toolkit for anyone wanting to drive positive change.”*

— Hendrick Laloo  
Change Manager,  
Financial Sector

*“The **SUE Fundamentals Course** was a real eye-opener for me. The combination of behavioural science and practical tools didn’t just inspire me—it helped me immediately in my work. The theory and tools are presented clearly and energetically, and applied directly to real customer behaviour. A hugely valuable training.”*

— Maurits Bruin  
Marketing Director,  
FMCG





*“This training really helps you understand people better and design solutions for the tough problems they face. I can’t wait to start influencing behaviour in a positive way!”*

— Sylvia Rozenberg  
Policy Advisor,  
Government Agency

*“A truly human-centred approach, backed by a thoughtful method. The training brings together insights from different disciplines into one scalable process.”*

— Mihaela Florentina Tenchiu  
Chief Product Officer,  
Allianz



# Not just a one-off training, but continuous growth in a club of impact-makers



What makes the SUE Fundamentals Course unique? After completing it, you automatically and free of charge become a member of the exclusive SUE | Behavioural Design Club— a community reserved for SUE alumni.

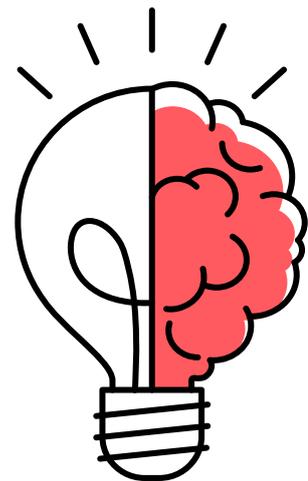
## What does club membership offer you?

- **Monthly exclusive events** - from expert sessions and workshops to hackathons and networking drinks
- **Ongoing deepening** - webinars, Q&As, and masterclasses to keep your knowledge sharp
- **Professional network** - connect with like-minded professionals from diverse sectors
- **Practical exchange** - share cases, get feedback, and learn from each other's experience
- **Early access** - be the first to try out new tools and methods



***Instead of a one-time course, we offer a continuous development journey that deepens your knowledge, expands your network, and strengthens your Behavioural Design skills.***

*“Most trainings end with a certificate, At SUE that is just the beginning. You'll continue learning alongside a community of like-minded professionals.”*





### THREE WAYS TO LEARN

# Choose the learning experience that suits you

## **Our vision: learning by doing.**

We combine short, energetic masterclasses with active working sessions.

That's why the Fundamentals Course is not a passive training, but an intensive, hands-on learning experience offered in three formats:

1

Prefer real-time personal coaching and networking with like-minded professionals? Then our in-person training is for you.

2

Want to learn at your own pace with a personal trainer who gives feedback on every assignment? Our online self-paced training is ideal.

3

Want to embed Behavioural Design into your team or organisation? Our custom team training is the perfect fit.





## Live Training

*Two intensive days in Amsterdam - investment € 1490 ex. VAT*

- **Immersive learning experience** - fully hosted at our premium venue
- **Expert guidance** - personal coaching from an experienced behaviour expert
- **Professional network** - meet like-minded professionals
- **Small group size** - maximum of 16 participants for optimal interaction
- **Follow-up programme** - 6 months of digital follow-up training
- **Behavioural Design Toolkit** - dozens of templates and tools
- **SUE | Behavioural Design Club** - free membership for continued learning
- **Certificate** - physical and digital



## Online Self-Paced

*The same in-depth learning, whenever it suits you - investment € 1190 ex. VAT*

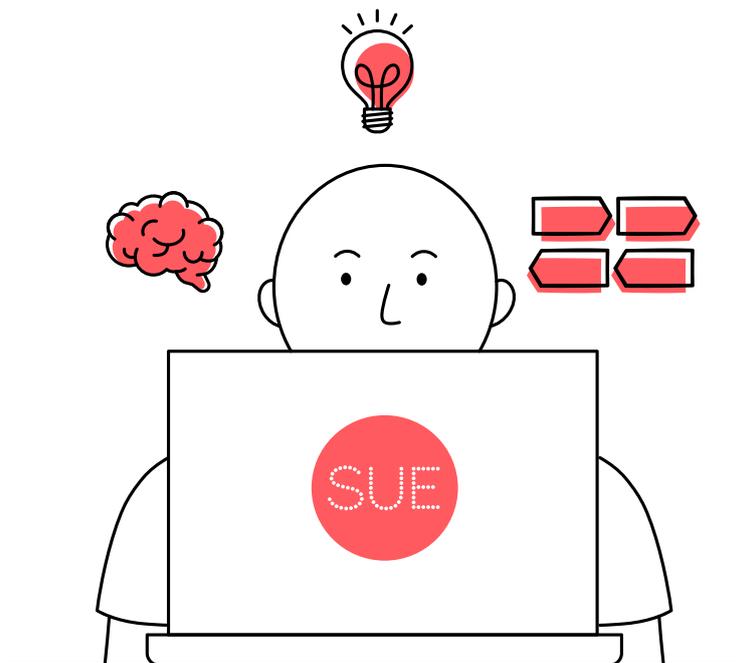
- **Complete Methodology** - Access to the same high-quality content
- **Flexible Schedule** - Learn at your own pace, whenever and wherever it suits you
- **Immediate Application** - Work online on your own behavioural challenge
- **Taught by the founder herself** - Expert feedback on your online assignments
- **6 Months' Access** - Plenty of time to absorb and master everything
- **Behavioural Design Toolkit** - Dozens of templates and tools
- **SUE | Behavioural Design Club** - Free membership for continued learning
- **Digital Certificate** - Receive a digital certificate



## Team Training

*Tailored to your team or organisation - we make a custom proposal for you*

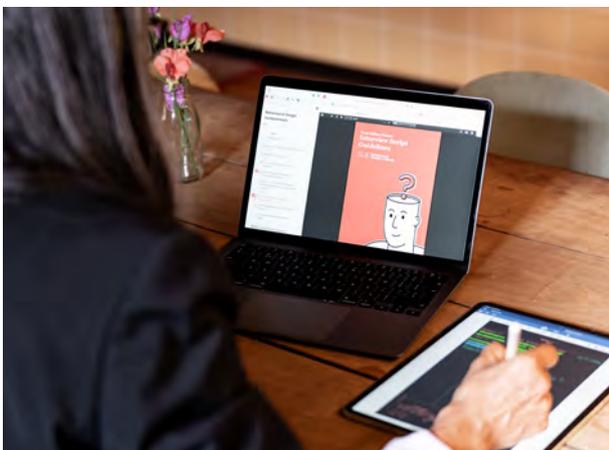
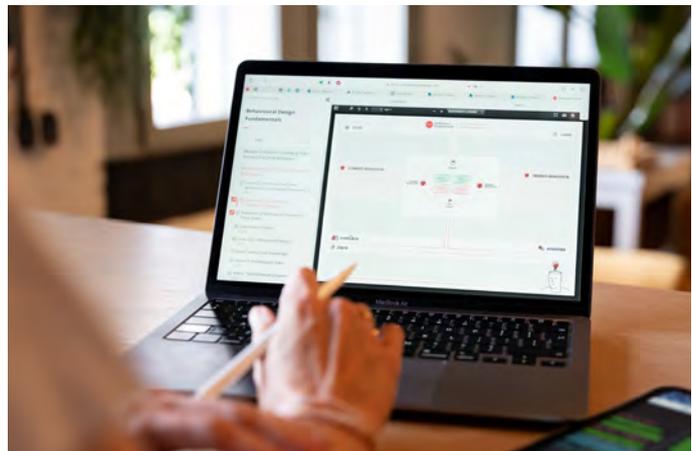
- **Customised programme** - tailored to your specific challenges
- **Shared language and tools** - create a common foundation
- **Immediate relevance** - apply to a current team or organisational challenge
- **Flexible location** - at your site or at SUE in Amsterdam
- **Accelerated implementation** - through shared learning and action
- **Including prep** - analysis of your specific context
- **Behavioural Design Toolkit** - dozens of templates and tools
- **SUE | Behavioural Design Club** - free membership for all participants
- **Certificate** - physical and digital certificate for all participants



## Impression of the on-location training

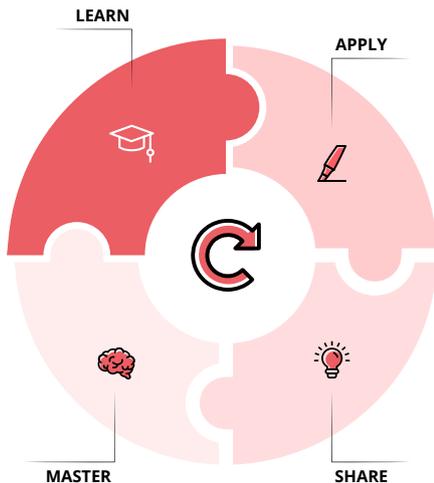


## Impression of the self-paced training



## HOW WILL YOU LEARN?

# From knowing to building: behavioural change in 4 steps



### **Learn**

In sharp, energetic masterclasses, you'll learn the fundamentals of behavioural change and influence. You'll get directly applicable models, insights and tools to better understand and guide choices and behaviour.



### **Try**

Every theory session is followed by a working session where you apply what you've learned to a behavioural challenge. You'll work with templates and cheat cards you can keep using long after the training.



### **Optimise**

You'll develop ideas and solutions, test different approaches and refine them with feedback. This helps you turn theory into interventions that truly work in practice.



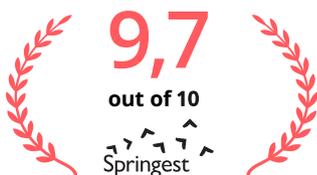
### **Internalise**

After the training, you become a free member of the exclusive SUE | Behavioural Design Club. Through webinars, Q&As, hackathons and networking events, you continue learning, get support in applying your skills and build a network of like-minded professionals.



**“The true value of this training isn’t just the content, but also the chance to expand your network with like-minded, forward-thinking professionals. It’s more than a training; it’s a community of people who want to make a real difference.”**

## Reviews:



★★★★★  
Google 4,8 out of 5



MEET YOUR TRAINERS

# Your trainers: practitioners, not gurus

*Our trainers are real-world experts: professionals who work daily on behavioural challenges within organisations and complex environments. They've also completed an intensive and selective training programme at the SUE Academy, where they were taught to translate behavioural science into sharp, practical, and inspiring training.*

*Their quality shows not only in the impact they make but also in the consistent high ratings they receive from our participants: our trainers are consistently rated 9.7 out of 10.*

## Kirsten Kremer



Kirsten is an experienced trainer and consultant at the intersection of Behavioural Design, people & culture strategies, and wellbeing programmes. Drawing on her extensive real-world experience, she helps organisations truly understand and positively influence human behaviour.

With a solid foundation in behavioural science and a sharp eye for workplace culture and happiness, Kirsten translates complex insights into practical solutions that work in the daily reality of teams and organisations. Whether it's behaviour change, culture development or enhancing workplace wellbeing, Kirsten brings energy, depth, and actionable impact.

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## Thijs Perquin

Thijs is a behaviour-focused innovator, product designer, and UX strategist who translates behavioural science into smart, practical solutions.

With a keen eye for user experience and behavioural change, he designs products, strategies, and interventions that not only work — but also make people smile. Thijs combines creativity with scientific insight to help teams innovate faster, smarter, and more effectively.





## Astrid Groenewegen

Astrid is the founder of SUE | Behavioural Design and the driving force behind the SUE Academy. As a Behavioural Design expert, she helps organisations and professionals make behaviour change accessible, applicable, and impactful.

With her sharp mind, experience in building behavioural strategies and passion for human behaviour, she inspires people to think, work, and change more effectively. Astrid combines science with creativity and always knows how to translate complex behavioural insights into practical tools that deliver immediate results.

---

## Birgitta Vrins

With years of experience in the healthcare sector, Birgitta understands better than anyone how challenging behaviour change can be in complex organisations. She combines deep expertise in behavioural science with a passion for sustainability — creating lasting change at individual, organisational, and societal levels. Whether it's improving care processes or accelerating sustainable transitions, Birgitta blends scientific insight with hands-on experience in complex environments, turning it into concrete interventions that truly make an impact — both in the social and sustainability domains.



INCLUDES: BEHAVIOURAL DESIGN IN THE AI AGE

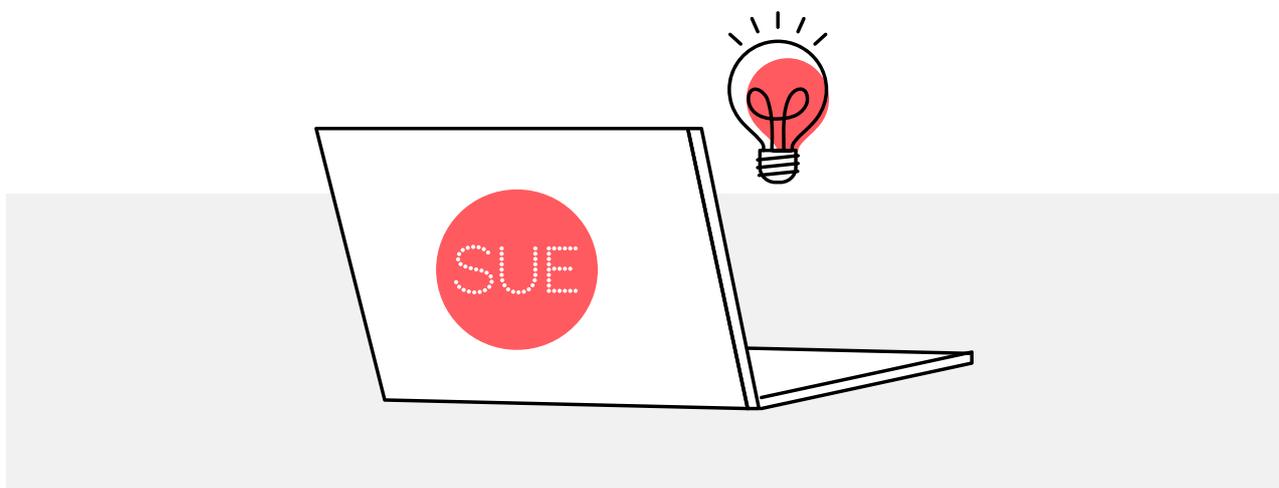
# Become indispensable in an age of AI and decision overload

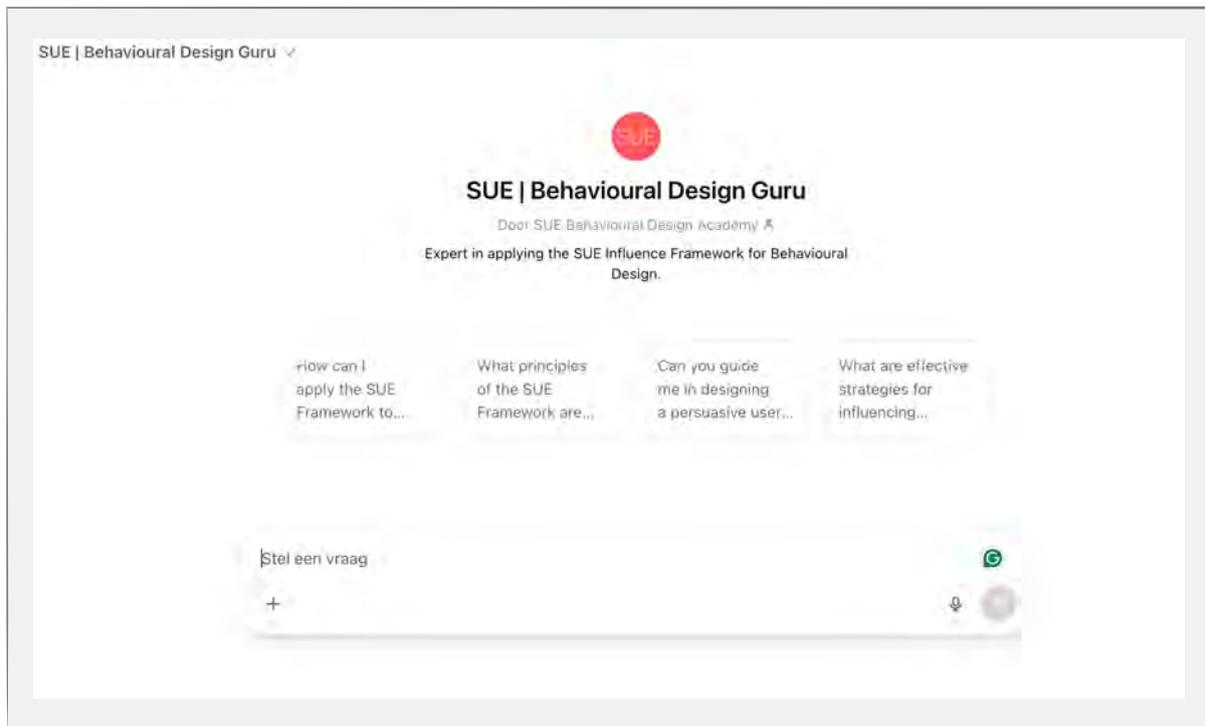


In a world where AI is now inevitable, the playing field for behavioural experts is changing. Behavioural science concepts are now just one prompt away, which makes deep understanding of human mental models more valuable than ever.

In both the Fundamentals Course and through the SUE | Behavioural Design Club, we prepare you for this new reality:

- Learn the mental models needed to critically assess AI outputs
- Learn how to feed AI tools with the right behavioural science principles
- Discover how to use AI to identify and analyse behavioural barriers faster
- Learn how to create and test richer behavioural interventions using AI





Combining your Behavioural Design expertise with smart AI application makes you a future-ready professional. Organisations are looking for people who deeply understand human behaviour and can effectively apply this knowledge with new technology.

**By combining human insight with technological power, you become not less—but more—essential.**

**“What makes SUE unique: we are both an Academy and a Consultancy. In our trainings, we cover key behavioural science theory, but we also show you how to truly apply it, based on our own experience and practical cases.”**



WHY THIS TRAINING IS DIFFERENT

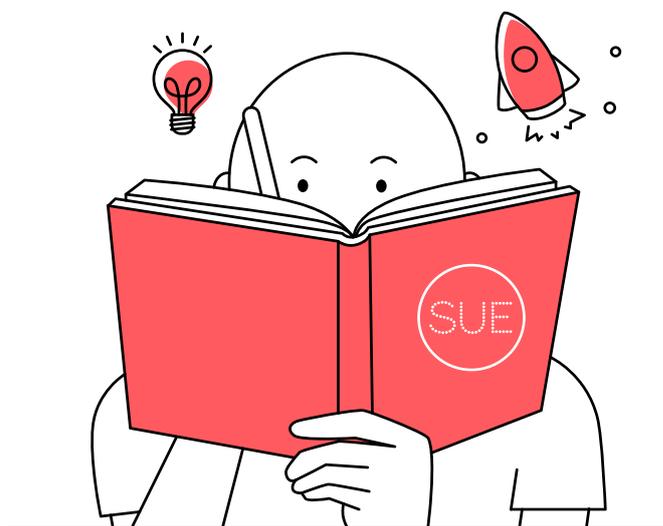
**The method that works in practice, because it comes from practice**

**What our participants often say: “I can apply this immediately.” That’s no coincidence. We’re not a traditional training provider, but a unique combination of Behavioural Design Academy and Consultancy.**

Everything we learn from working with clients—from governments to scale-ups and corporates—we bring into our training sessions.

Our trainers are active professionals. They translate complex behavioural challenges into actionable insights and interventions, and they bring that experience straight into the classroom.

This training was developed by Astrid Groenewegen, founder of SUE and author of the best-selling management book 'The Art of Designing Behaviour.'





**It's exactly this bridge between learning and doing that makes this training unlike any other.**

No outdated theories. No contextless models. Just current, proven, and practical knowledge—tested in the real world.

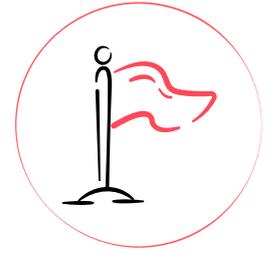
*“This training isn’t just a deep dive—it’s a brain reset. After the Fundamentals Course, you’ll never look at behaviour the same way again.”*

*Astrid Groenewegen*

**FOUNDER SUE | BEHAVIOURAL DESIGN**

## HOW TO ENROLL?

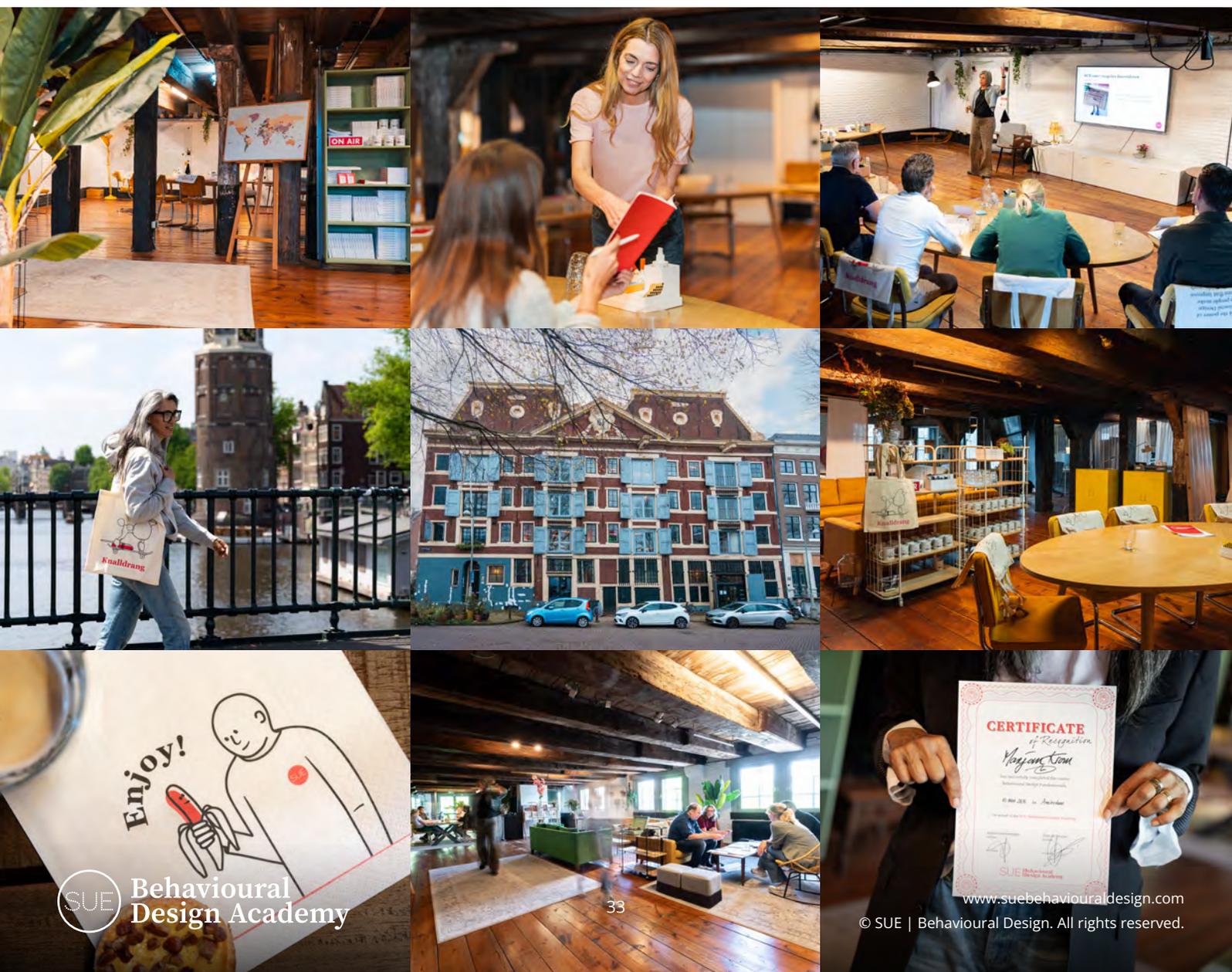
# Ready to start designing choices and behaviour? Here's how.



By mastering Behavioural Design, you master the art of designing behaviour. You'll understand how people make decisions and why they act—or don't.

You'll become far more effective at influencing, because you'll understand the psychology behind choices.

Each edition fills up fast (maximum of 16 spots), so be sure to reserve your place in time and take the leap from knowing what works to making it happen.





### Want to sign up individually?

Check out the training on our website (and register there):

[suebehaviouraldesign.com/academy/fundamentals](https://suebehaviouraldesign.com/academy/fundamentals)

### Looking for team training and want to speak to someone?

Contact us and we'll call you back quickly:

[academy@sueamsterdam.com](mailto:academy@sueamsterdam.com)

+31 (20) 2234626

### Any questions?

The SUE team is happy to help:

[academy@sueamsterdam.com](mailto:academy@sueamsterdam.com)

+31 (20) 2234626



### Where to find us?

We host training and work from our Amsterdam location:

's-Gravenhekje 1a, 1011 TG, Amsterdam



# PS. Why now?

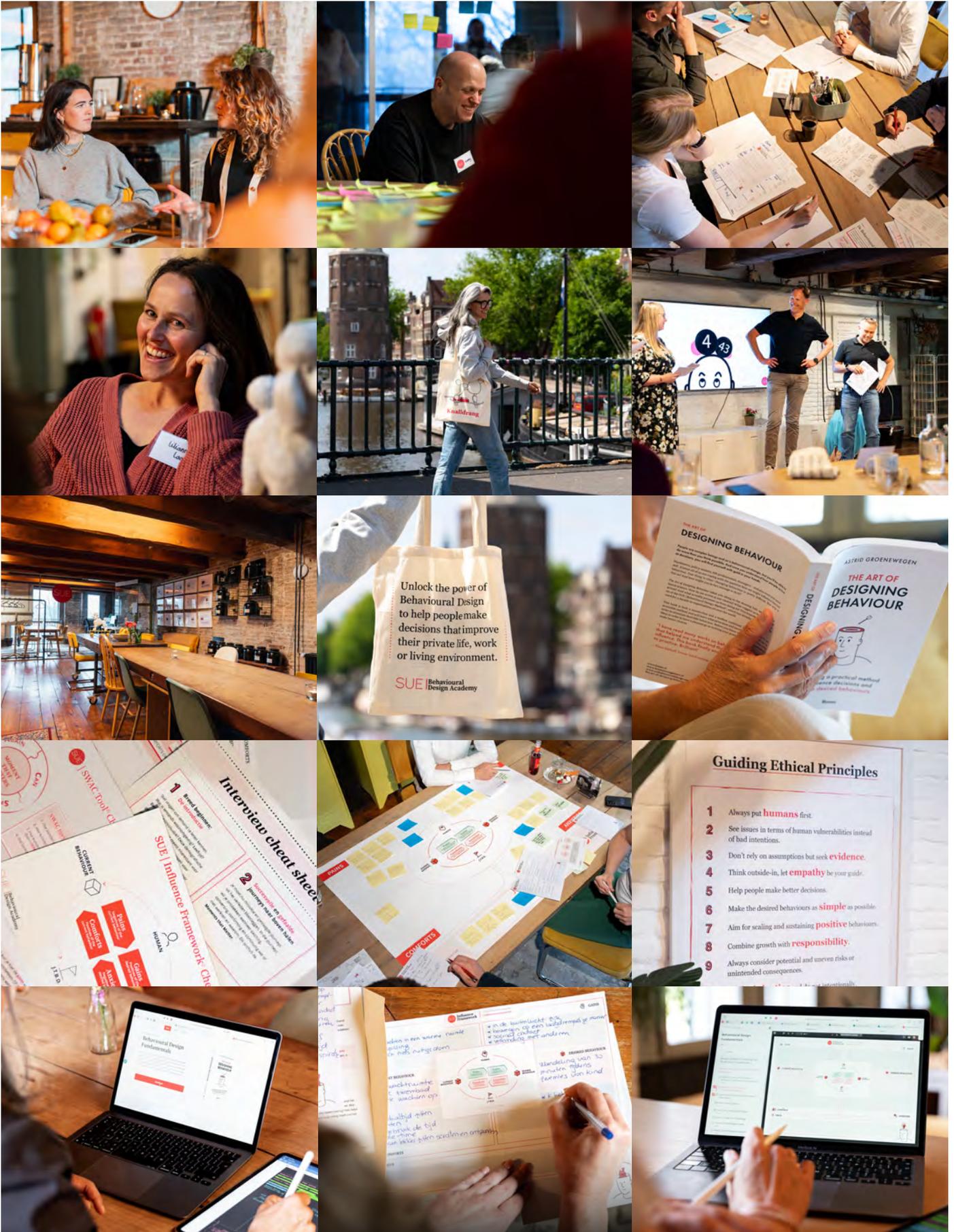
The SUE | Behavioural Design Fundamentals Course gives you what most professionals are missing: a proven method to systematically understand and influence behaviour. Not based on assumptions or trends, but grounded in behavioural science.

The main benefit? You no longer have to guess what works. You get a structured approach you can apply immediately, plus access to an exclusive community that continues to inspire and support you.

Don't just develop a new skill—adopt a new lens through which to view and solve your professional challenges. Start today with shaping the decisions and behaviours that make a difference in your work.

## Organisations we've trained include:







SUE | Behavioural  
Design Academy

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