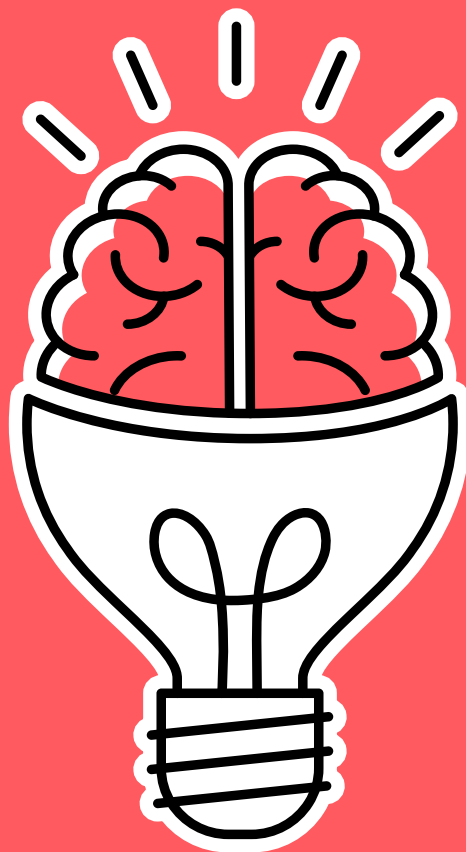


# Designing Workplace Wellbeing and Employee Happiness

*Course Syllabus*





A self-paced online course for  
leaders who want teams that thrive,  
without relying on willpower.

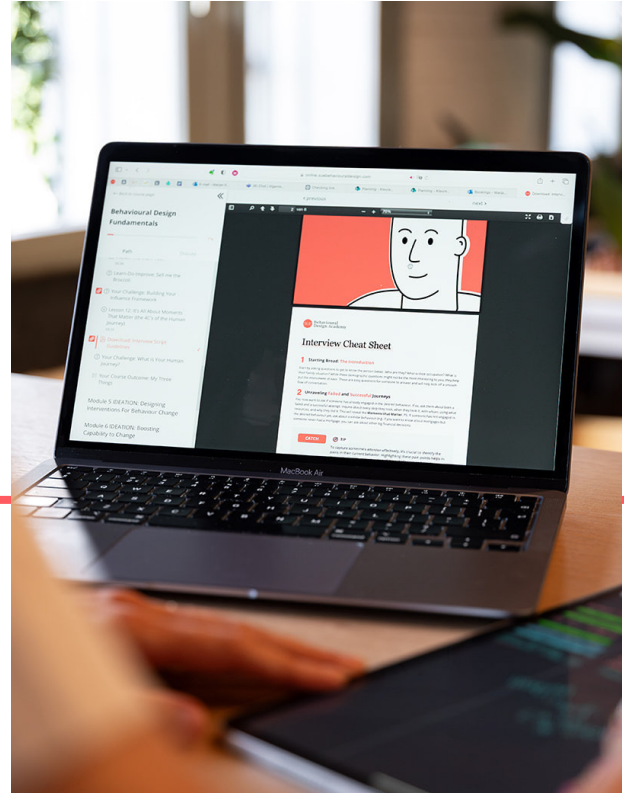
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12 video lessons • 4 modules • Practical Toolkit  
AI Prompt Guides • Certificate

[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)

## THE CHALLENGE

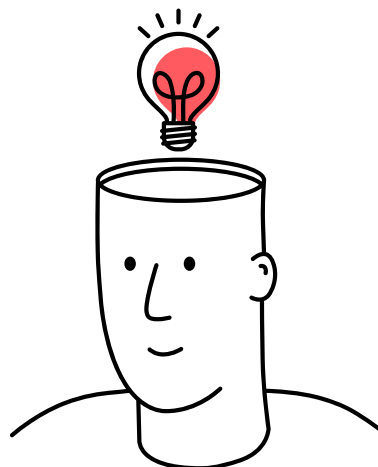
# Why this course exists



Most wellbeing programmes ask individuals to change. Fruit bowls. Meditation apps. Mental health webinars. Yoga on Thursdays. And the exhaustion keeps climbing.

When the context is broken, no amount of willpower fixes it. The problem isn't that your people need to be more resilient. The problem is the ground rules, the rhythms, and the invisible patterns of the team itself. That's what this course teaches you to redesign.

**Everything here is built on behavioural science research, combined with real team facilitation work.**



WHO IS THIS FOR

# Designed for experienced professionals

## This course is for you if:

You lead a team and you can feel something draining but nobody can name it.

You run HR or people and the wellbeing budget keeps going up without results.

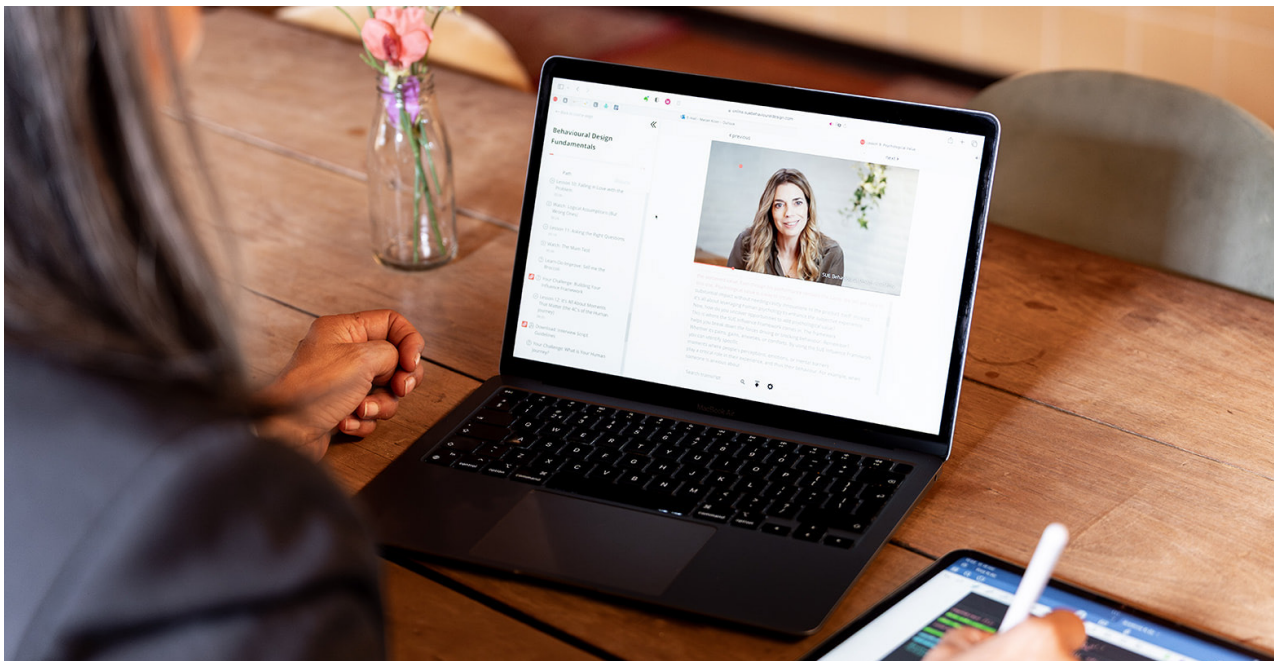
You're a department head watching your best people go quiet.

You're a senior leader who knows burnout isn't fixed by an app.

You've tried the individual wellbeing route and you want something that actually changes the team.



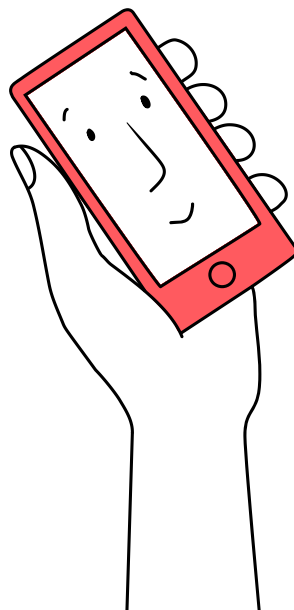
**No prior knowledge needed.**



## WHAT YOU WILL GAIN

# By the end of the course, you'll

- 1 Spot the willpower trap in most wellbeing programmes.
- 2 See the invisible 'happiness leaks' draining your team.
- 3 Design environments where curiosity and flow are the default, not the exception.
- 4 Build ground rules that stick without policing them.
- 5 Run a full team happiness day with a clear facilitation methodology.
- 6 Sustain the change with rhythms that don't depend on heroic effort.



## CURRICULUM

# How the course is built

Four modules. Twelve video lessons. You move from diagnosing why teams lose their vitality, to designing for curiosity and flow, to building skill development and connection, to locking in the change.

### Module 1: 3 lessons

## Diagnosing why teams lose their vitality

#### Lesson 1:

Spotting the willpower trap in wellbeing programmes. The Dynamic Triangle of Happiness.

#### Lesson 2:

Reading your team's happiness leaks. The subtle patterns draining energy at relational and environmental levels.

#### Lesson 3:

Understanding the social DNA of team happiness. Complex contagion. Ground rules as the hidden operating system.



By the end of this module, you can name what's actually draining your team instead of guessing.

### Module 2: 3 lessons

## Designing for curiosity and flow

#### Lesson 4:

Building a team context for curiosity. Dispositional vs direct curiosity. Six curiosity ground rules.

#### Lesson 5:

Eliminating the flow killers in your team. Hyper-availability. Agenda dictatorship. The open-office paradox.

#### Lesson 6:

Designing collective flow experiences. Brain synchronisation. The four conditions for collective flow.



After these three lessons, you can redesign the rhythm of the week so flow stops being an accident.

**Module 3:**  
**3 lessons**

**Skill development and connection**

**Lesson 7:**

Making skill development the default. The progress principle. Toyota's kaizen. Weekly improvement moments.

**Lesson 8:**

Designing your team's connection architecture. The Roseto effect. The Harvard 80-year study. Klopp's Liverpool interventions.

**Lesson 9:**

From phubbing to presence — tackling modern connection leaks. Google's Project Aristotle. Dwelling space vs movement space.



At this point, skill development and connection stop being abstract values and become design choices.

**Module 4:**  
**3 lessons**

**Cracking the team happiness code**

**Lesson 10:**

Running your team's happiness day. A full-day facilitation methodology. Loss aversion for buy-in.

**Lesson 11:**

Crafting ground rules that stick. Pre-commitment. The IKEA effect. Implementation intentions.

**Lesson 12:**

Sustaining the change — from sprint to system. Weekly, monthly, and biannual rhythms.

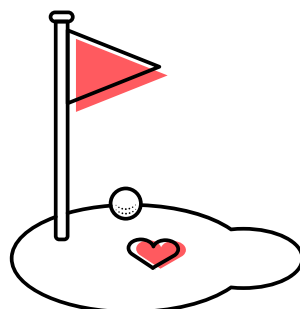


You finish the course with a designed, facilitated, and sustainable team wellbeing practice.

## WHAT'S INCLUDED

# Everything you get when you enrol

<b>12 video lessons</b>	Across 4 modules, designed for busy professionals
<b>Learn-Do-Improve exercises</b>	Applied to your own real-world challenge
<b>Downloadable tools</b>	Cheat cards, templates, exclusive card deck
<b>10+ AI Prompt Guides</b>	So you apply every concept with AI the same week
<b>EQAC-accredited certificate</b>	Shareable on LinkedIn after completion
<b>SUE professional community</b>	Connect with peers across industries
<b>Personal 1-on-1 feedback</b>	On your assignments
<b>SUE Guru GPT</b>	Lifetime access to your AI behavioural design mentor



## YOUR INSTRUCTOR

# Astrid Groenewegen

Co-founder, SUE Amsterdam  
Author, The Art of Designing Behaviour



Astrid isn't a lab researcher. She's spent 15 years working with teams that actually have to change. Everything in this course, she's used with clients first.

**10,000+ trained** • **#1 bestselling author** • **45+ countries**



## PRACTICAL DETAILS

FORMAT	SELF-PACED ONLINE COURSE
START	Anytime. Immediate access after enrolment.
ACCESS	Lifetime, 24/7. Learn at your own pace.
DURATION	12 lessons, approximately 5 hours of video
LANGUAGE	Spoken: English. Subtitles: EN, NL, SV, DE, FI
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€690 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

## WHY SUE

# What makes this course different

Most wellbeing courses teach you to support individuals. Useful, and not enough. If the team context is broken, individuals keep arriving tired no matter how many apps you give them. This course works on the context.

- Context-redesign approach, not individual willpower.
- The Dynamic Triangle of Happiness, a proprietary framework from SUE's team work.
- Evidence-based
- A full-day team happiness facilitation methodology you can run yourself.
- Personal feedback + EQAC-accredited certificate. Rated 9.7/10 on Springest and 4.8/5 on Google.

## Organisations we've trained include:





# Ready?

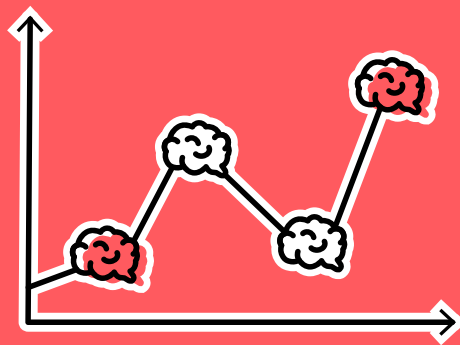
More information and sign-up at:  
**[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)**

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€690 • lifetime access • start today

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Questions?  
**[academy@sueamsterdam.com](mailto:academy@sueamsterdam.com)**



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