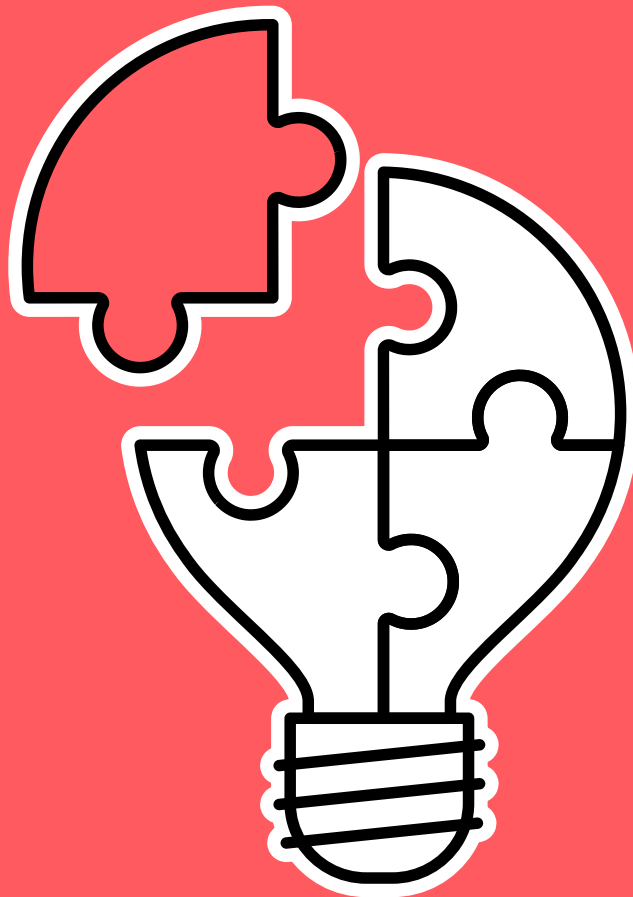


Leading Change and Transformation

Course Syllabus





A self-paced online course for
leaders who need change that sticks
after the launch meeting.

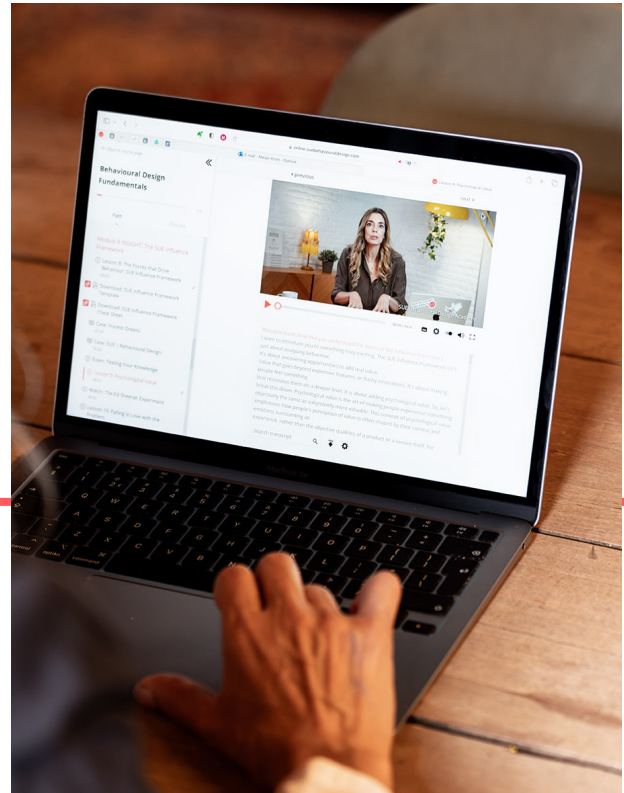
13 video lessons • 5 modules • 20+ tools
AI Prompt Guides • Certificate

www.suebehaviouraldesign.com

THE CHALLENGE

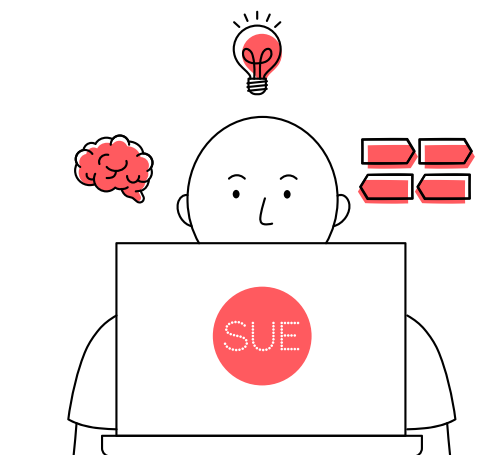
Why this course exists

70% of change initiatives fail. The strategy is usually fine. The problem is that most change plans aim at the rational brain, and that isn't the brain making the decision.



Your team nods in the meeting. They agree the change makes sense. Then they walk out and do exactly what they did before. The objections they raise aren't the real issue. Those are stories they tell themselves afterwards to explain a gut-level evaluation that happened in milliseconds.

Everything in here comes from the behavioural science frameworks we use at SUE with clients across 45+ countries.



WHO IS THIS FOR

Designed for experienced professionals

This course is for you if:

You're a senior leader watching another initiative fade three months after launch.

You lead change for a living, and you're done running stakeholder meetings that don't translate into actual behaviour.

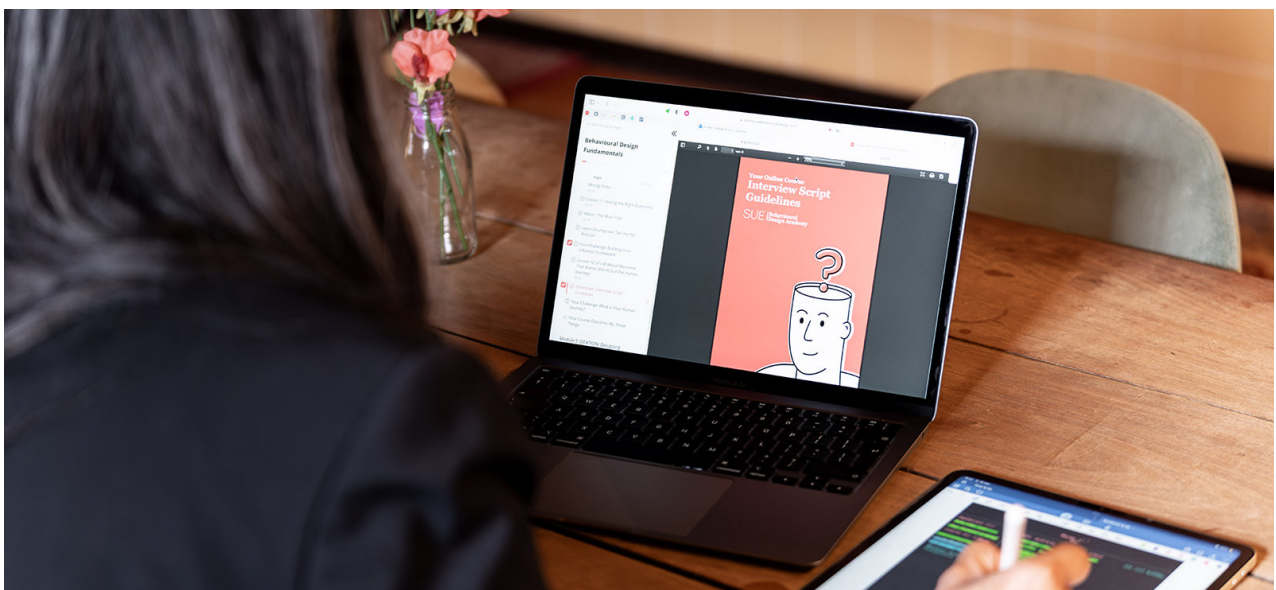
You've been sitting on a tool nobody uses for two quarters and you can't figure out why.

Cross-functional collaboration is in every slide deck and in zero of your meetings.

You need to influence people who don't report to you.



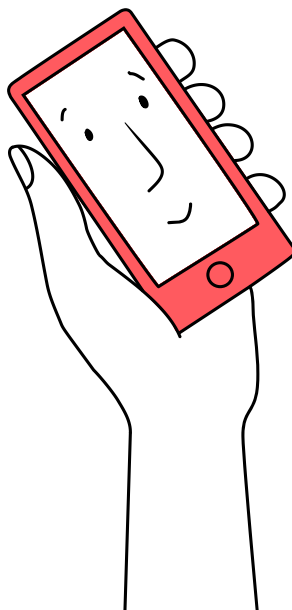
No prior knowledge needed.



WHAT YOU WILL GAIN

By the end of the course, you'll

- 1 Spot why your team resists even when they agree with you, and know what to do about it.
- 2 Map the forces around any change: what pulls people in, what keeps them stuck.
- 3 Communicate in a way that reaches people's imagination and sense of self, not the part of them reading your slides.
- 4 Redesign the environment around a decision so the behaviour you want becomes the easy one.
- 5 Read resistance as data, not as opposition.
- 6 Build change that survives the first reorganisation.



How the course is built

Five modules. Thirteen video lessons. They build on each other. By the end, you've moved from diagnosing why change fails to designing and running one yourself.

Module 1: 3 lessons

The real reason your change initiatives stall

Lesson 1:

Understanding why your team won't change
Why logical arguments fail, and what actually drives decisions.

Lesson 2:

How your team actually makes decisions.
The five System 1 filters that decide whether people embrace or resist.

Lesson 3:

Mapping the forces behind resistance.
The SUE Influence Framework: the four forces that push people toward or away from change.



By the end of this module, you can diagnose why a specific change is stalling and pinpoint what's holding people back.

Module 2: 3 lessons

Speaking to what people actually care about

Lesson 4:

Discovering what really motivates your team.
Jobs-to-be-Done at work: the deeper needs people fulfil through their roles.

Lesson 5:

Speaking the language of change. How to communicate with seduction (imagination) instead of persuasion (logic).

Lesson 6:

Connecting change to what your team cares about. Outside-in thinking: start from their experience, work backward.



After these three lessons, you'll reframe any change so it connects to what people personally care about.

Module 3:
3 lessons

Designing the context around the decision

Lesson 7:

Designing environments that shape better decisions. Choice architecture: defaults, visibility, simplicity, social proof.

Lesson 8:

Creating triggers at the right decision points. Intervention design at the moments that matter.

Lesson 9:

Building team habits that stick. How desired behaviours become automatic (18–254 days to habit formation).

 At this point, you can redesign a work environment so the behaviour you want is the easy one.

Module 4:
2 lessons


Turning pushback into your sharpest tool

Lesson 10:

Productive conflicts. Three types of resistance (facts, feelings, values) and how to use each as a compass.

Lesson 11:

Behavioural science principles for leaders. Fresh start effect, social proof, loss aversion, psychological reactance, and more.

 From here, resistance becomes data — and you've got seven evidence-based principles to work with.

Module 5:
2 lessons + capstone


Making change last

Lesson 12:

From vision to sustained change. 90-day learning loops, behavioural leading indicators, experimentation mindset.

Lesson 13:

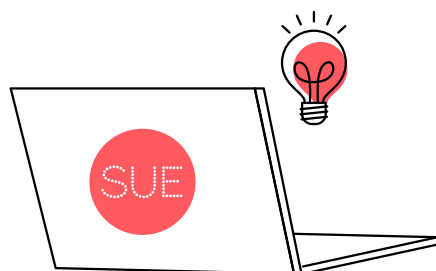
The behavioural leader. You stop running change projects. You start designing behaviour.

 You finish the course with a complete behavioural change strategy for a real challenge at your own organisation. Personal feedback on the capstone is included.

WHAT'S INCLUDED

Everything you get when you enrol

13 video lessons	Across 5 modules, designed for busy professionals
Learn-Do-Improve exercises	Applied to your own real-world challenge
Downloadable tools	Cheat cards, templates, exclusive card deck
10+ AI Prompt Guides	So you apply every concept with AI the same week
Online certificate	Shareable on LinkedIn after completion
SUE professional community	Connect with peers across industries
Personal 1-on-1 feedback	On your capstone assignment
SUE Guru GPT	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, from [banks in Stockholm to healthcare organisations in Amsterdam]. 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	13 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 change management courses walk you through a process, Kotter, stakeholder matrices, communication plans. Useful. But none of it explains why your team nods in the meeting and then does nothing. That's what this course is about.

- Built from 15 years of client work, not a textbook.
- The SUE | Influence Framework is our proprietary diagnostic. You won't find it anywhere else.
- Every module comes with AI Prompt Guides, so you apply what you learn the same week you learn it and you get access to our exclusive SUE Guru, your personal AI mentor.
- Personal feedback on the capstone means you leave with a strategy, not a theory.
- 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

€690 • lifetime access • start today

Questions?
academy@sueamsterdam.com



SUE | Behavioural Design Academy

www.suebehaviouraldesign.com | 's-Gravenhekje 1a, 1011 KW Amsterdam

+31 (20) 2234626 | academy@sueamsterdam.com