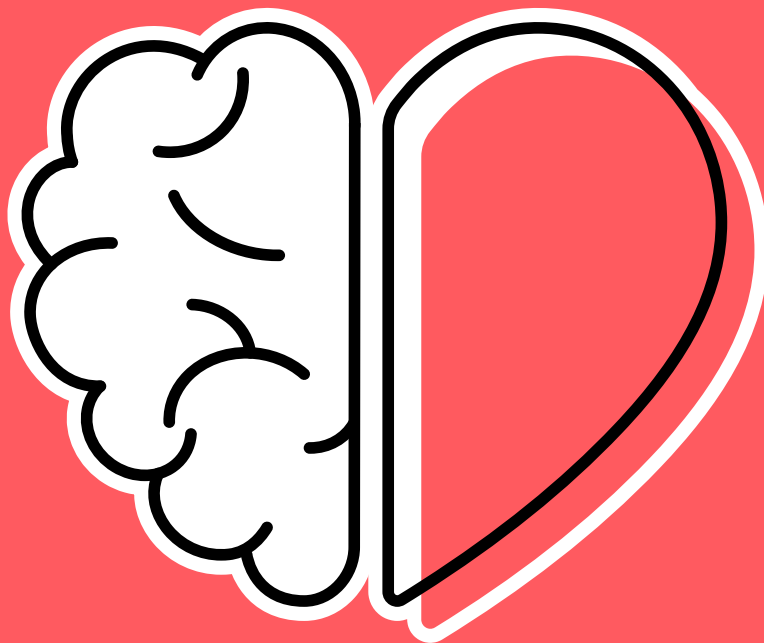


Adding Human Intelligence into Artificial Intelligence

Course Syllabus





A self-paced online course
that makes your AI output
ten times smarter.

10 video lessons • 3 modules • Practical Toolkit
AI Prompt Guides • Certificate

www.suebehaviouraldesign.com

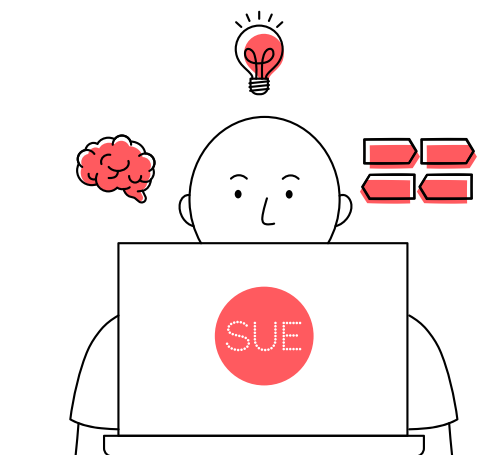
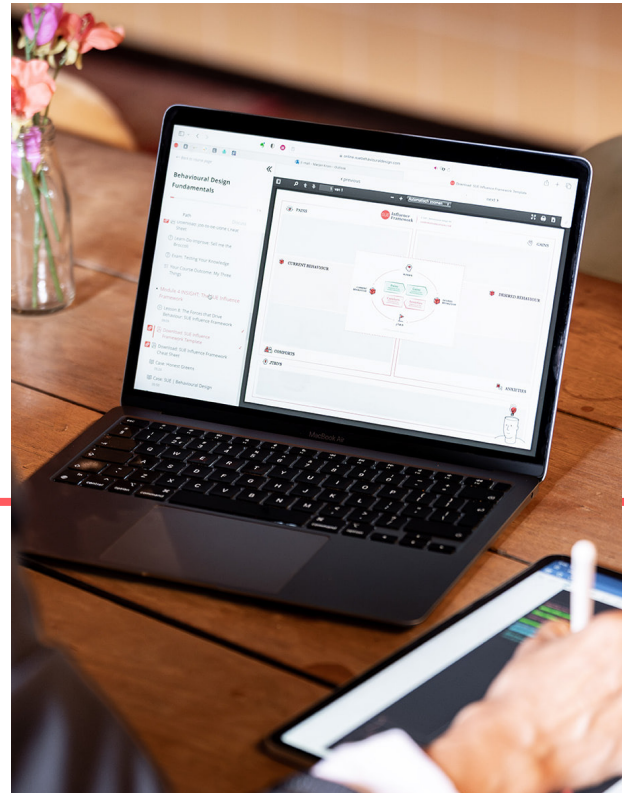
THE CHALLENGE

Why this course exists

AI is a mirror. It reflects what you bring to it. Most people bring vague questions and get generic answers back. Surface-level personas. Ideas that could be for any brand. Strategies that sound smart and say nothing.

The difference between generic output and something you'd actually use isn't the model. It's the frameworks you feed into it. This course teaches you to combine behavioural science with AI so you get strategically grounded insights, personas, interventions, and prototypes.

Everything in here is built on the same behavioural science frameworks we use at SUE with clients across 45+ countries, now applied through AI.



WHO IS THIS FOR

Designed for experienced professionals

This course is for you if:

You're a strategist or marketer and your AI output reads like every other AI output.

You've spent hours prompting and still get personas that describe a demographic, not a human.

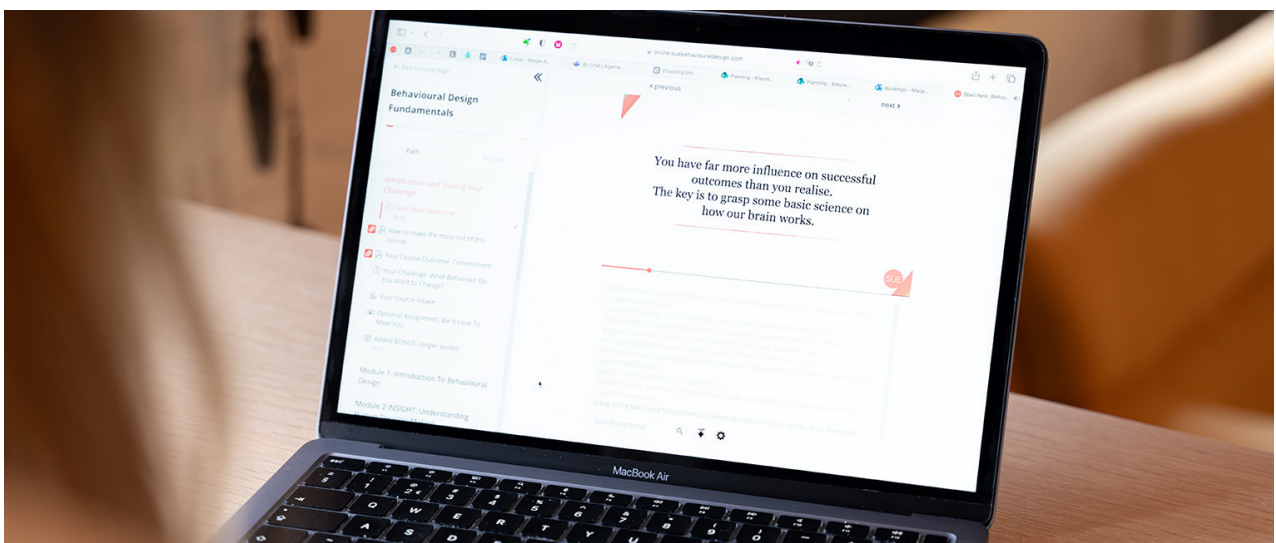
You run innovation or product and you want AI to pressure-test ideas, not just list them.

You're a UX researcher or designer ready to prototype at a speed that used to be impossible.

You want to stop using AI as a search engine and start using it as a thinking partner.



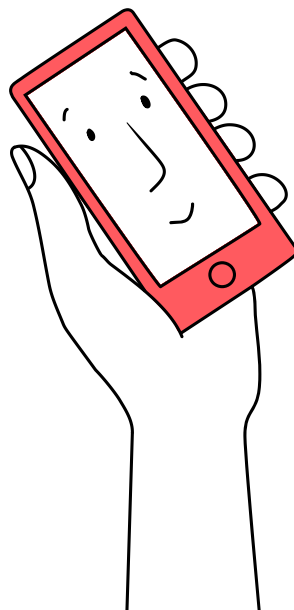
No prior knowledge needed.



WHAT YOU WILL GAIN

By the end of the course, you'll

- 1 Get strategic output from AI, not generic.
- 2 Build deep behavioural personas based on anxieties, comforts, and motivations – not demographics.
- 3 Diagnose behaviour problems faster than you ever could alone.
- 4 Prototype and test behavioural ideas in minutes.
- 5 Stress-test your ideas before launch using AI roleplay.
- 6 Get smarter with every AI interaction instead of starting from zero every time.



CURRICULUM

How the course is built

Three modules. Ten video lessons. You start with a 'before' prompt, learn the frameworks, and redo the same prompt at the end. The difference is the whole course.

Module 1: 3 lessons

Why most AI use stays surface-level

Lesson 1:

The wisdom gap — why most AI prompts fail.
The Mastery Pyramid from Data to Wisdom.
Your 'before' experiment.

Lesson 2:

Prompting for two brains — System 1 and System 2.
Designing AI output that speaks to the automatic brain, not just the rational one.

Lesson 3:

AI-powered persona synthesis. Build behavioural personas based on anxieties, comforts, and motivations, not demographics.



By the end of this module, your AI output already shifts from 'interesting' to 'usable'.

Module 2: 4 lessons

Frameworks meet AI

Lesson 4:

Using AI to uncover what people really want. Jobs-to-be-Done through AI: the functional, social, and emotional layers.

Lesson 6:

From insight to intervention with AI as your sparring partner. The SWAC framework meets AI ideation.

Lesson 5:

Mapping the four forces behind every decision with AI. The SUE Influence Framework powered by AI analysis.

Lesson 7:

Prototyping at AI speed — fail fast, learn faster. Three fidelity levels for rapid behavioural prototyping.



After these four lessons, you can run the full SUE method through AI in a fraction of the time.

Module 3:
3 lessons

From tool to thinking partner

Lesson 8:

AI roleplay — find your blind spots before your users do. Five techniques for stress-testing your ideas with AI.

Lesson 10:

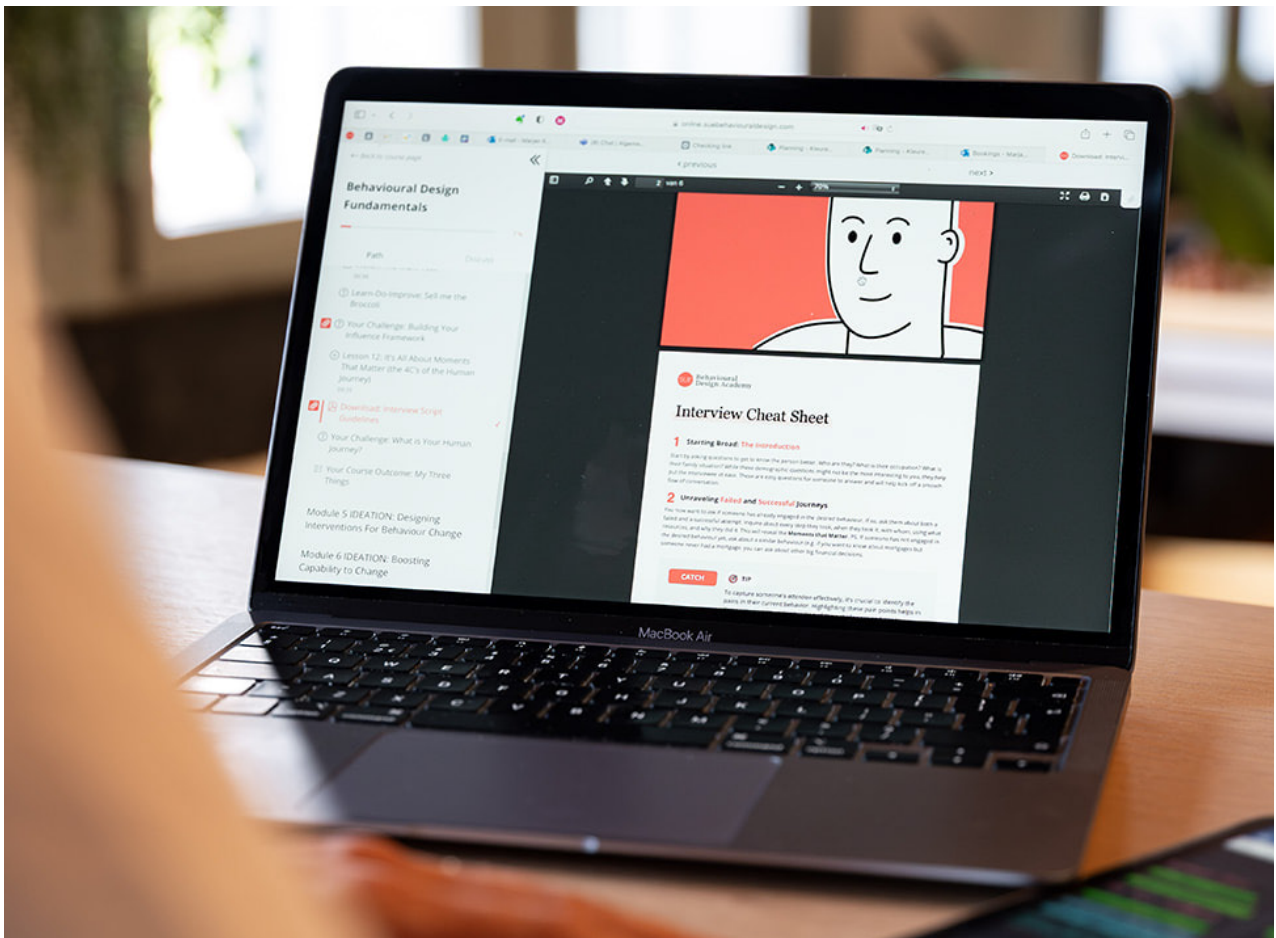
Your transformation — the final prompt. Redo your Lesson 1 prompt with all frameworks. See the difference yourself.

Lesson 9:

Beyond single fixes — building AI-guided behavioural strategies. The 4C Influence Flow for complete behavioural journeys.



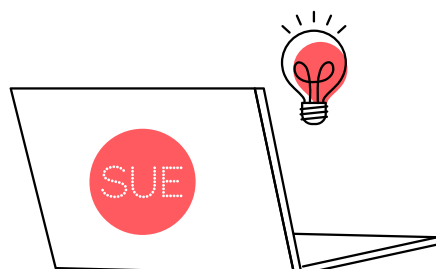
You finish the course with a sharpened way of working with AI that you'll use every week.



WHAT'S INCLUDED

Everything you get when you enrol

10 video lessons	Across 3 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
EQAC-accredited certificate	Shareable on LinkedIn after completion
SUE professional community	Connect with peers across industries
Personal 1-on-1 feedback	On your assignments
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. 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	10 lessons, approximately 4 hours of video
LANGUAGE	English. Subtitles: EN, NL, SV, DE, FI, Feedback: EN, NL
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 AI courses teach prompting. Useful. But prompting without frameworks is like asking a great consultant vague questions, you'll get vague answers. This course gives you the thinking behind the prompts.

- Built on 15 years of behavioural design work, applied to AI, not borrowed from a prompting blog.
- The full SUE method through AI: SUE | Influence Framework, Jobs-to-be-Done, SUE | SWAC Tool, SUE | 4C Flow.
- Every module comes with ready-made AI Prompt Guides, so you apply what you learn the same week you learn it.
- Personal feedback on your own AI work.
- Rated 9.7/10 on Springest and 4.8/5 on Google.

Organisations we've trained include:



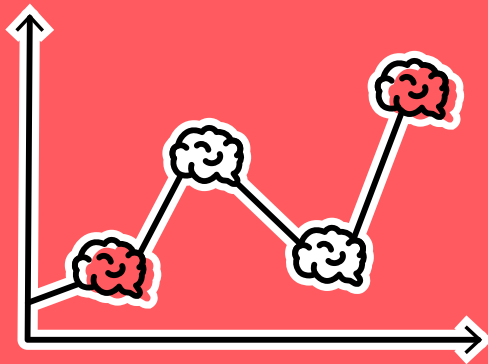


Ready?

More information and sign-up at:
www.suebehaviouraldesign.com

€690 • lifetime access • start today

Questions?
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