SUE | Behavioural Design Academy

Behavioural Design Fundamentals

Course Syllabus

The complete SUE method.
A self-paced online course for professionals who want to influence minds and shape behaviour, ethically and effectively.

33 video lessons • 6 modules • Practical Toolkit
AI Prompt Guides • EQAC certified

www.suebehaviouraldesign.com

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THE CHALLENGE

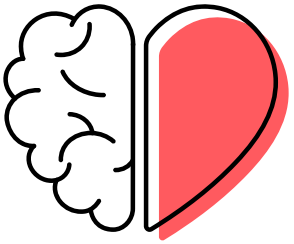
Why this course exists

Most professionals try to change behaviour with information. A clear email. A well-designed dashboard. A compelling presentation. It doesn't work.

People aren't irrational. They're human. And human decisions run on a different system than the one your communications are aimed at. If you want to actually move people — customers, employees, teams, yourself — you need to understand how that system works, and design for it.

Honest moment: this is the course I've been teaching in person for over a decade. Every framework in here has been tested in real client work first.
The SUE | Influence Framework, Jobs-to-be-Done in practice, SUE | SWAC Tool, the SUE | 4C model: they all started as tools we needed on a specific project. If you only take one SUE course, take this one. It's the foundation everything else builds on.

This is the same method used by 10.000+ professionals across 45+ countries.



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WHO IS THIS FOR

Designed for experienced professionals

This course is for you if:

You're a marketer or brand strategist who keeps running into the gap between engagement and conversion.

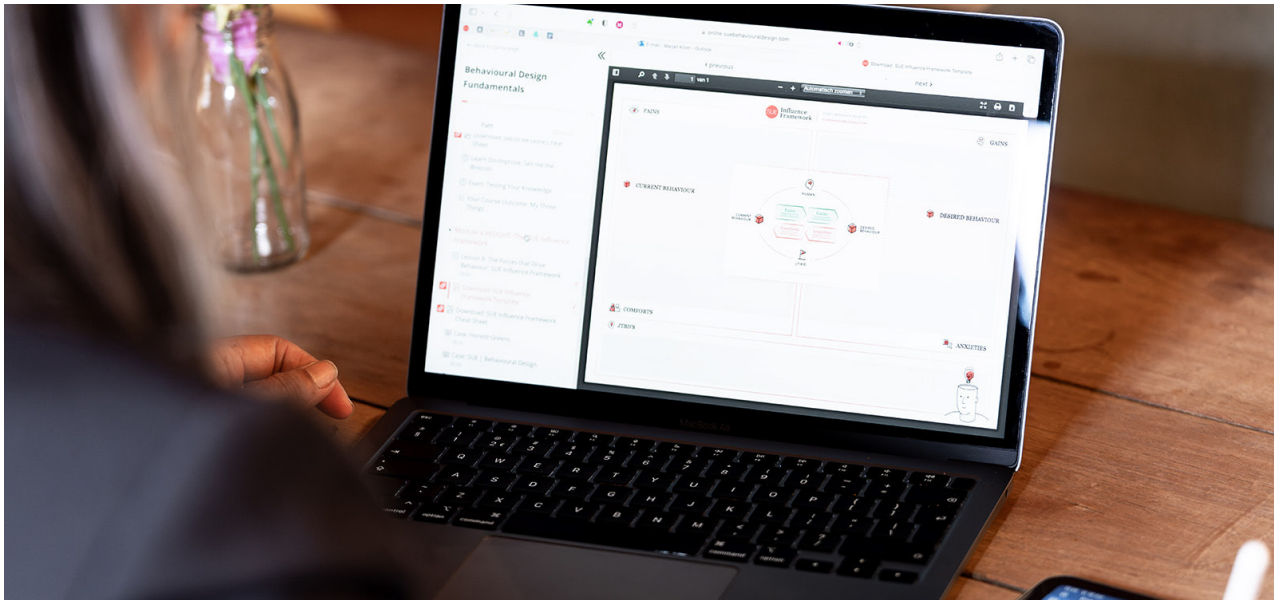
You design products, services, or experiences and you want a real toolkit, not more persuasion hacks.

You lead change, HR, or teams and information isn't doing the job anymore.

You're a consultant or UX researcher and you need a method clients can act on.

You've been curious about behavioural science for a while and you're ready to actually use it.

No prior knowledge needed.



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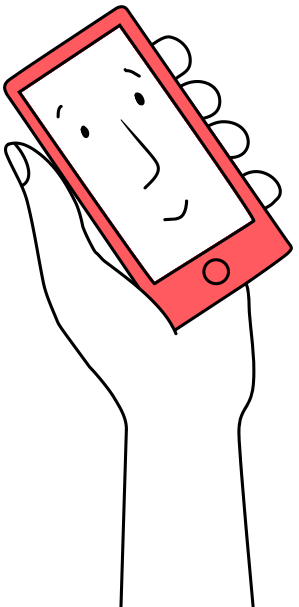
WHAT YOU WILL GAIN

By the end of the course, you'll

1. See any decision through your customer's, colleague's, or user's eyes.
2. Find what really drives people's choices, not what they say drives them.
3. Uncover the jobs people hire your product, service, or role to do.
4. Design interventions that change behaviour, not just communicate it.
5. Test ideas cheaply and fast, before you invest in the wrong one.
6. Influence without manipulating, with an ethical framework you can explain to anyone.



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CURRICULUM

How the course is built

Six modules. Thirty-three video lessons. The most comprehensive course SUE offers. By the end, you have the full SUE method in your hands — insight, ideation, intervention, prototyping — with a final exam that locks it in.

Module 1: 6 lessons | Foundations of Behavioural Design

Lesson 1:

What is Behavioural Design (and why should you care). Creating context for better decisions. Outside-in thinking.

Lesson 2:

Influence as a professional power skill. The difference between influence and manipulation.

Lesson 3:

The difference between outcomes and behaviour. The WHO does WHAT, WHEN formula.

Lesson 4:

Decoding human decision making. System 1 (automatic) vs System 2 (deliberate).

Lesson 5:

How shortcuts lead to biases. The six biases you need to know: limited attention, cognitive overload, status quo, social norms, present bias, confirmation bias.

Lesson 6:

Where things go wrong in practice (and what works). Why information alone fails. The System 1 shortcuts that do work.

By the end of this module, you have the mental model behind the whole course.

Module 2: 6 lessons | Human insights

Lesson 7:

Jobs-to-be-Done thinking. The functional, social, and emotional needs people hire products and services for.

Lesson 8:

The forces that drive behaviour. The SUE Influence Framework: Pains, Gains, Comforts, Anxieties.

Lesson 9:

Adding psychological value. Making something subjectively more valuable without costly innovation.

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Lesson 10:

Falling in love with the problem. Fighting assumptions through exposure and empathy.

Lesson 11:

Asking the right questions. Behavioural interviews: past behaviour, non-leading questions.

Lesson 12:

It's all about moments that matter. The 4C Tool (Catch, Convert, Confirm, Continue) and finding drop-off points.

After these lessons, you can run customer or user insight work that actually produces usable insights.

Module 3: 1 lesson | Opportunity spotting

Lesson 13:

How to spot opportunities for change. Behavioural Statements and How Might We questions that combine Jobs-to-be-Done with behavioural barriers.

A short, sharp module. By the end, you can frame any behavioural challenge into an actionable design brief.

Module 4: 10 lessons | Ideation — CAN interventions

Lesson 14:

To change behaviour you need SWAC. Spark, Want, Again, Can as a diagnostic and design tool.

Lesson 15:

Brainwriting and dotmocracy. Individual ideation and group selection methods.

Lesson 16:

Working with the SWAC intervention questions. How to use the cheat sheet systematically.

Lessons 17–23:

Seven CAN intervention techniques. Defaults, clarity, question substitution, friction removal, salience, chunking, and more. Each backed by real-world cases.

At the end of this module, you can design interventions that make the desired behaviour the easy one.

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Module 5:
7 lessons

Ideation — WANT interventions

Lessons 24–30:

Seven WANT intervention techniques. Commitment and consistency, framing, loss aversion, social norms, anchoring, authority, instant gratification.
Each with before and after examples.

Paired with Module 4, you now have a full intervention toolkit covering both capability and motivation.

Module 6:
3 lessons + final exam

Spark, Again, and Impact

Lesson 31:

Why you need sparks. Cues that trigger action. Timing is everything.

Lesson 32:

Testing what works. Why you must prototype before investing.

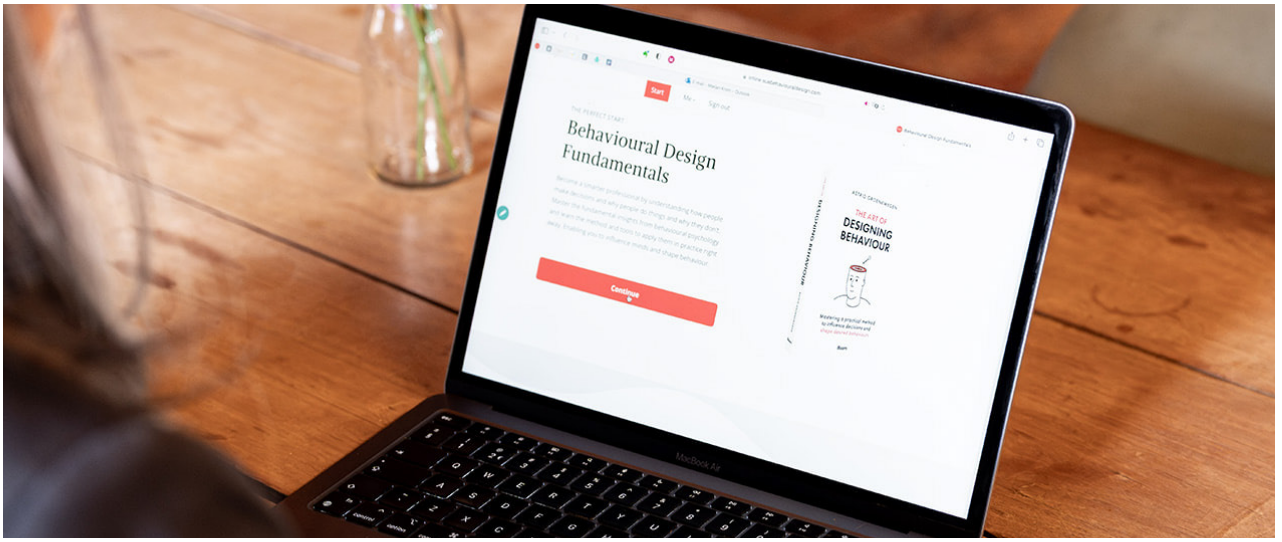
Lesson 33:

The five steps of prototyping.
A rapid testing methodology.

Final exam + closing video:

You lock in the full method.

You finish the course with the complete SUE method and an EQAC-accredited certificate.



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WHAT'S INCLUDED

Everything you get when you enrol

33 video lessons	Across 6 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

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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	33 lessons, approximately 12 hours of video
LANGUAGE	English. Subtitles: NL, SV, DE, DK, FI
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€1190 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

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WHY SUE

What makes this course different

This is SUE's flagship course. It's the complete method behind every other course we run. If you want one course that gives you the whole picture — the science, the frameworks, the intervention toolkit, the testing method — this is it.

- The most comprehensive SUE course: 33 lessons covering insight, ideation, intervention, and prototyping.
- Built from 15 years of real client work across marketing, HR, product, and change.
- Includes the SUE | Influence Framework, SUE | SWAC Tool, the SUE | 4C Tool, and Jobs-to-be-Done applied in practice..
- Every module comes with AI Prompt Guides so you apply what you learn the same week.
- EQAC-accredited certificate with personal feedback and a final exam. Rated 9.7/10 on Springest.

Organisations we've trained include:

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Ready?

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

€1190 • lifetime access • start today

Questions?
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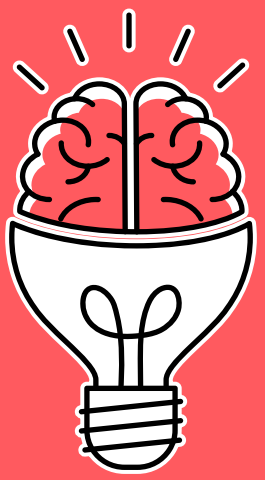

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